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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q31-Q36):

NEW QUESTION # 31

A consumer goods manufacturer wants to track spending against trade promotion tactics, but does not want to manage the creation of fund records or the financial transactions between funds.
What should a consultant advise?

- A. Tracking spend requires implementation of the Fund Management module. Initial fund values can be loaded as initial transactions by dataloading into the appropriate fund records. Subsequent transactions do not need to be managed in the system. The system can prevent overspending but only in relation to the initial loaded values as subsequent transactions will not be held within the system.
- B. The Funds module is optional in TPM so does not need to be implemented.
Create a single fund per sales org with an initial value representing the total amount in the fund at sales org level to act as a dummy fund record so that Spend Tracking can be used.
The system can prevent overspending but only in relation to the initial loaded values as subsequent transactions will not be held within the system.
- C. The Funds module is optional in TPM so does not need to be implemented. Actual spend can still be compared to that defined in the Spend Planning card (SPC), but not against the initial or subsequent transactions used to define the available value of funds. The system will not be able to prevent overspending.

Answer: B

Explanation:
In Salesforce Consumer Goods Cloud, the Funds Management module is indeed technically optional, but it is deeply integrated into the Tactic Spend calculation logic. The system's calculation engine typically requires a
"Source" to attribute spend against, even if the user does not want to do complex checkbook management (deposits, withdrawals, transfers).
Option A describes the standard workaround for this "Lightweight Funds" requirement.
* The Dummy Fund:By creating a single, high-level fund for the Sales Org, you provide the necessary technical anchor for the system to record "Spend." This satisfies the data model requirement that every tactic spend must be associated with a funding source.
* Spend Tracking:This setup allows the manufacturer to see "Total Planned Spend" accumulating against this dummy bucket.
* Limitations:Since the client refuses to manage transactions (adding money to the fund), the system can only check overspending against theinitialloaded value. It cannot support dynamic accruals or complex validations, but it fulfills the core requirement of "tracking spend" without the operational overhead of full fund management1.

NEW QUESTION # 32

Which set of promotion related characteristics will impact the scalability and performance of a promotion calculation within Salesforce TPM according to best practice?

- A. Number of products in a promotion; Number of tactics within a promotion; Duration of a promotion; Number of read, writeback, and calculated key performance indicators (KPIs)
- B. Number of products in a promotion; Number of tactics within a promotion; Number of custom calendar periods defined for the business year; Amount of supportive TPM data in Cloud Processing Services
- C. Number of planning accounts within a sales org; Number of products in the promotion account's product assortment; Number of key performance indicator (KPI) sets within the sales org; Number of tactics within the system

Answer: A

Explanation:
In Salesforce Consumer Goods Cloud Trade Promotion Management (TPM), performance and scalability are fundamentally determined by the size of the "calculation grid" generated by the Processing Services engine.
When a user opens or saves a promotion, the system must compute values for a specific intersection of data points. The complexity of this calculation is not determined by static org-level data (like the total number of accounts in the entire system), but rather by the specific dimensions involved in that single promotion's context.
The formula for this complexity is effectively a Cartesian product of the following four critical dimensions:
* Number of Products:Each product included in the promotion adds a row to the calculation grid. A promotion with 5 products is simple; a promotion with 5,000 products requires significantly more processing power.
* Number of Tactics:Tactics (e.g., Display, Flyer, Price Cut) multiply the data points. If a promotion has
5 products and 3 tactics, the engine calculates metrics for every product-tactic combination.
* Duration of the Promotion:The time dimension is critical. A promotion lasting 1 week requires fewer calculation "buckets" than a promotion lasting 52 weeks. The engine must calculate volumes and spend for every period within the duration.

* Number of KPIs:Finally, the number of Key Performance Indicators (KPIs) defined in the KPI Set determines how many distinct values (Volume, Spend, ROI, Margins) must be computed, read, or written back for every single cell defined by the Product/Tactic/Time intersection.
Therefore, Option C correctly identifies the four specific levers-Products, Tactics, Duration, and KPIs-that directly dictate the memory usage and calculation time for any given promotion event.

NEW QUESTION # 33
During a design session, a client has informed a consultant that base volumes for a group of planning level accounts is available only at the Sub Account level.
How should the consultant design this for planning accounts that rely on Sub Account data?

- A. Create a Customer Set and create a promotion template with Sub Account functionality.
- B. Create a promotion template with Sub Account functionality enabled and enable Consider Sub Accounts functionality in the key performance indicator (KPI) definition to read volumes.
- C. Select Sub Accounts on the Account P&L and select calculation mode as Sub Account Aggregation on the promotion template.

Answer: C

Explanation:
This scenario addresses a common data granularity mismatch: the Planning is done at the Parent (Anchor) level, but the Data (Base Volumes) resides at the Child (Sub Account) level.
To bridge this gap, thePromotion TemplateandAccount P&Lmust be configured forAggregation.
* Select Sub Accounts on Account P&L:The Key Account Manager must essentially "opt-in" the relevant sub-accounts into the view. This tells the systemwhichchildren contribute to this plan.
* Calculation Mode: Sub Account Aggregation:This is the specific setting in the Promotion Template that dictates the engine's behavior. Instead of looking for a baseline volume record attached directly to the Parent Account (which doesn't exist in this scenario), the engine is instructed to look at the selected Sub Accounts, retrieve their individual baselines, andsum them up(Aggregate) to display the total at the Planning Account level.
Without this "Sub Account Aggregation" mode, the baseline at the planning level would likely show as zero because the system would default to looking for a direct match at the parent level. Option B correctly identifies the combination of UI selection (P&L) and calculation logic (Aggregation Mode) required to surface this data.

NEW QUESTION # 34
A client wants to define the funds available to spend based on the revenue planned for a customer.
Which information does a consultant need to collect from the client to understand if this can be fulfilled with the TPM Funds functionality?

- A. The fund templates to which revenue-based funding will apply
- B. The promotions to which revenue-based funding will apply
- C. The tactic conditions to which revenue-based funding will apply

Answer: A

Explanation:
In Trade Promotion Management, funds generally fall into two categories:
* Fixed Funds:A set budget amount (e.g., $10,000) given for a year.
* Rate-Based (or Revenue-Based) Funds:A budget that accrues dynamically as a percentage of sales (e.
g., 5% of Gross Revenue).
The requirement describes aRevenue-Based Fund(often called "Live" or "Accrual" funds). The behavior of a fund-whether it is fixed or rate-based-is strictly defined by theFund Template.
Therefore, to assess feasibility, the consultant must identify theFund Templates(Option A). They need to knowwhichbuckets of money the client wants to behave this way. Once identified, the consultant configures these specific templates to "Rate Based" mode and links them to the appropriate "Source" KPI (e.g., Planned Revenue). This configuration allows the system to automatically calculate the "Available" fund value by multiplying the Planned Revenue by the defined percentage, fulfilling the client's requirement.
Options B and C are downstream elements; the fundamental behavior is dictated by the Fund Template.

NEW QUESTION # 35
A customer needs to send the Effective Price key performance indicator (KPI) value, calculated at the promotion level, to an external system for each product.
How should a consultant recommend doing this?

- A. Generate Tactic Product conditions and send the records generated from the Salesforce object through a supported Salesforce integration tool.
- B. Identify the Cost and Volume KPI and enable the writeback of these two KPIs at the Product storage level as a helper value to be sent using standard Integration APIs or RTR CSV Extracts.
- C. Enable the writeback of the Effective Price KPI and keep storage level as Product, and extract the data using standard Integration application programming interface (APIs) or Real-Time Reporting (RTR) CSV Extracts.

Answer: C

Explanation:
In Consumer Goods Cloud TPM, many KPIs (like Effective Price) are calculated "on the fly" by the processing engine in the browser or the calculation grid. They do not automatically exist as stored data records in the database that an external integration tool can simply "query." To make a calculated KPI available for integration (extraction to an ERP or Data Warehouse), you must configureWriteback. Writeback instructs the system to physically save the calculated value into a storage table (typically the Promotion Product or a generic Measurement table) whenever the promotion is saved.
The requirement asks specifically for the value "for each product." Therefore, theStorage Levelmust be set to Product. If it were set to "Tactic" or "Promotion," the granular product-level price data would be aggregated and lost. Once Writeback is enabled and the storage level is correct, the data exists as physical records in Salesforce objects. These can then be extracted using standard methods like theIntegration APIsorRTR CSV Extracts. Option B describes this exact configuration workflow: Enable Writeback -> Set Level to Product -> Extract via API. Option A discusses "Conditions" which is a different concept related to pricing logic, not generic KPI extraction.

NEW QUESTION # 36
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