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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q57-Q62):

NEW QUESTION # 57

Universal Containers is implementing Consumer Goods Cloud TPM and needs to onboard a new group of key account managers (KAMS).

What is the recommended approach for populating the KAMS' user data within Consumer Goods Cloud TPM?

- A. Create a custom automation script to dynamically generate user records and assign the appropriate profiles and permission sets.
- B. Use the Quick Start module within Consumer Goods Cloud TPM to quickly and efficiently create user records for the new group of KAMS.
- C. Upload a file to mass-create user records, assign the appropriate profile, permission sets, and user settings, and assign them to a sales org.

Answer: C

Explanation:

Onboarding a "new group" of users implies a bulk operation. In the Salesforce ecosystem, the standard best practice for bulk data creation is using Data Loader or the Import Wizard via File Upload (Option C).

For TPM specifically, setting up a user is not just about creating the User record. It requires:

* User Record: Name, Email, Username.

* Profile & Permission Sets: Assigning the "TPM User" license and specific permissions.

* User Settings: (Critical for TPM) Assigning the user to a Sales Org and defining their Managed Accounts/Products.

Option C correctly identifies that all these steps can be handled by preparing a data file (CSV) and uploading it to mass-create and mass-assign these records. "Quick Start" (Option A) is typically for initial org setup, not ongoing user management. Custom scripts (Option B) are unnecessary technical debt when standard tools exist.

NEW QUESTION # 58

Which setting does a consultant need to activate to ensure that every time a claim is set to submitted for approval, an automated process checks if at least one fund is linked to the claim?

- **A. The Requires Funds setting on the claim template**
- B. The Requires Funds setting on the approval process
- C. The Enable Tactic Auto Fund Assignment on the sales org

Answer: A

Explanation:

Claims Management involves validating that a deduction or invoice is valid before paying it. A critical validation rule is ensuring that the money is coming from somewhere—i.e., a Fund.

This validation logic is controlled by the Claim Template. The Claim Template acts as the blueprint for the claim document. It contains a specific checkbox or setting called "Requires Funds" (Option C).

* When this is enabled, the system enforces a hard validation: a user cannot change the status to

"Submitted" (or advance the workflow) unless a Fund record is associated with the Claim.

* Option A ("Auto Fund Assignment") is an automation feature to find a fund, not a validation rule to check for one.

* Option B is incorrect because Approval Processes trigger after submission logic; the validation typically happens on the record state transition controlled by the template.

NEW QUESTION # 59

A client has asked that the discount key performance indicator (KPI) is manually provided by the key account manager (KAM).

The discount KPI should only be editable at the total level for the tactic/product hierarchy and should not be editable on a weekly level.

How should a consultant design this discount KPI?

- A. Set the Edit mode of the discount KPI as All.
- **B. Set the Edit mode of the discount KPI as Total.**
- C. Set the Editable storage level of the discount KPI as Tactic.

Answer: B

Explanation:

In Salesforce Consumer Goods Cloud TPM, the behavior of Key Performance Indicators (KPIs) within the planning grid is governed by the KPI Definition, specifically the Edit Mode property. This property dictates where and how a user can input data. The requirement here is specific: the Key Account Manager (KAM) must provide a manual input (Writeback) for the discount, but this input is restricted to the Total column (the aggregate for the promotion duration) and must not be allowed in the weekly/periodic columns.

* Edit Mode: Total (Option B): This is the correct configuration. When set to "Total," the cell in the Total column becomes editable.

When the KAM enters a value (e.g., \$10,000), the calculation engine automatically distributes (disaggregates) this amount across the weeks and products based on a defined reference profile (like Baseline Volume). The individual weekly cells remain read-only or are overwritten by the distribution logic, preventing the user from manually "tweaking" specific weeks which could break the distribution logic.

* Edit Mode: All (Option A): This would allow editing in both the Total column and the individual weekly cells, violating the requirement.

* Editable Storage Level (Option C): This defines where the data is saved in the database (e.g., at the Tactic level vs. Product level), but it does not control the UI behavior of locking the weekly columns while allowing the Total column to be edited.

NEW QUESTION # 60

A client asks a consultant what will be the total value of Baseline key performance indicator (KPI) for Product A in a promotion that

is valid from December 1 through December 15. The client and consultant are aware of what was sent from the external system that manages baselines and sends it to the Consumer Goods Cloud application. They observe that all weeks for the year where the promotion was created had a baseline of 70 for Product A. The consultant knows the application follows standard calendar weeks and there is no weekday share profile configured.

What is the total value of the baseline for the promotion period?

- A. 0
- **B. 1**
- C. 2

Answer: B

Explanation:

This question tests the understanding of Time Aggregation and Day Weighting logic within the TPM calculation engine.

Here are the variables:

* Promotion Duration: December 1 to December 15 = 15 Days.

* Baseline Input: 70 units per week.

* Weekday Share Profile: None configured.

In Consumer Goods Cloud TPM, if no specific "Weekday Share Profile" (or "Day Weighting") is applied, the system defaults to a linear, even distribution of volume across the week.

* Calculate Daily Average: A standard week has 7 days. If the weekly baseline is 70, the daily baseline is $70 / 7 = 10$ units per day.

* Calculate Promotion Total: The promotion runs for 15 days.

* Calculation: $10 \text{ units/day} \times 15 \text{ days} = 150 \text{ units}$.

If the system had used a specific profile (e.g., "High Weekend Sales"), the math would differ based on how many Saturdays/Sundays fell within the Dec 1-15 window. However, with "no weekday share profile," the linear calculation applies.

Option B (150) would imply exactly two weeks (14 days), but the period is 15 days.

Option A (100) is incorrect. Thus, 150 is the correct calculated baseline volume.

NEW QUESTION # 61

A large enterprise customer has decided to implement Consumer Goods Cloud TPM. The current landscape includes an Enterprise Resource Planning (ERP) solution that is responsible for Customer Master Data, Product Master Data, customer invoicing, and order fulfillment. The large enterprise customer needs its key account managers (KAMs) to use Consumer Goods Cloud TPM to view customers and products and manage assortments and promotions.

Which system should be the system of record going forward for customers and products?

- **A. Enterprise Resource Planning**
- B. Salesforce Data Cloud
- C. Consumer Goods Cloud TPM

Answer: A

Explanation:

In a standard enterprise architecture for CPG companies, the Enterprise Resource Planning (ERP) system remains the single source of truth (System of Record) for Master Data (Customers and Products).

* Role of ERP: It handles the financial and logistical execution-invoicing, shipping, and fulfillment. If the product code or customer billing address is incorrect in the ERP, orders cannot be processed.

* Role of TPM: Consumer Goods Cloud TPM is a consumption system for this master data. It imports Customers and Products from the ERP so that KAMs can plan promotions against them.

A consultant must recommend maintaining the ERP as the system of record. Trying to master this data in Salesforce (Option B) or Data Cloud (Option A) creates synchronization risks where the "Plan" in Salesforce refers to a product that doesn't exist or is priced differently in the "Execution" system (ERP), leading to failed orders and financial discrepancies.

NEW QUESTION # 62

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