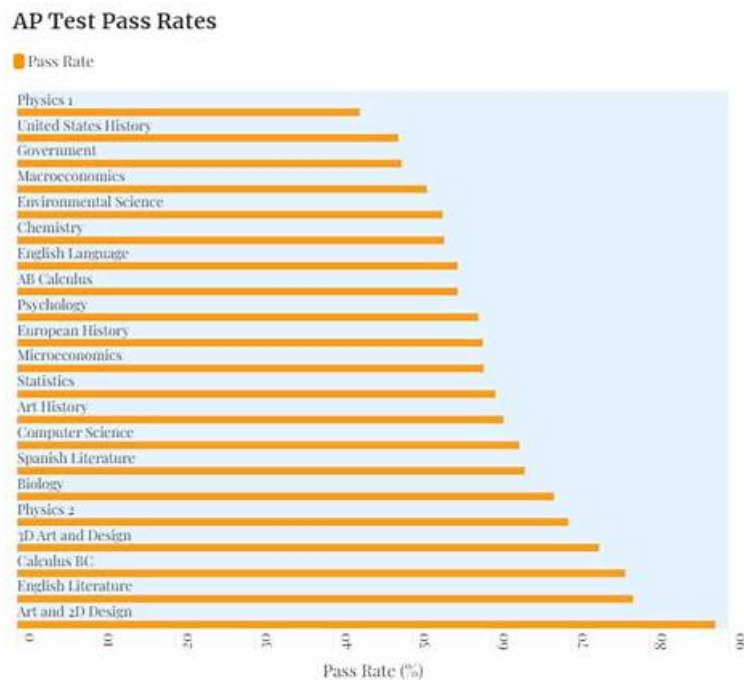


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## Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q38-Q43):

### NEW QUESTION # 38

A client needs a promotion that has BOGO (buy one get one free) as the type. A consultant has created a new tactic template called BOGO.

Which strategy should the consultant recommend to set up this promotion using the standard TPM functionality? 5

- A. Use the compensation method Per Case.
- B. Use the compensation method BOGO.
- C. Use a promotion template BOGO.

**Answer: B**

Explanation:

To execute a specific promotional mechanic like "Buy One Get One" (BOGO), the system needs to know how to calculate the cost. In Consumer Goods Cloud TPM, this financial logic is determined by the Compensation Method configured on the Tactic.

\* Tactic Template: The consultant has already created the container (the "BOGO" Tactic Template).

\* Compensation Method: This is the engine under the hood.

\* Per Case: Calculates cost as \$X per unit sold. (Incorrect for BOGO).

\* Fixed: Calculates cost as a flat lump sum. (Incorrect for BOGO).

\* BOGO (or Free Goods): This specific compensation method contains the logic to understand that for every X units bought, Y units are given free. It calculates the "Cost" of the promotion based on the Cost of Goods Sold (COGS) of the free items, rather than a discount off the invoice.

Therefore, selecting the Compensation Method BOGO (Option B) is the critical configuration step. It instructs the calculation engine to apply the correct "Free Goods" formula to the tactic, ensuring that the Spend and ROI metrics reflect the cost of the given-away inventory.

### NEW QUESTION # 39

Northern Trail Outfitters needs to complete analysis on promotion metrics to ensure the success of the promotions currently being run.

What should a consultant do to get an accurate, immediate view of promotions?

- A. Export promotion data directly from the Promotion object.
- B. Utilize a third-party AppExchange tool to run analysis.
- C. Create real-time reporting (RTR) and add dimensions.

**Answer: C**

Explanation:

In the context of Salesforce TPM, Real-Time Reporting (RTR) is a specialized capability designed specifically to address the need for immediate, in-context visibility into promotion performance.

Trade Promotion data is complex; it involves time-phased grids (weekly/daily), different metrics (Volume, Spend, Revenue), and dynamic calculations (Writeback). Standard Salesforce reports sometimes struggle to present this multi-dimensional "P&L" view effectively or instantaneously during the planning and execution flow. Exporting data (Option C) is a manual, static process that becomes obsolete the moment it is done, failing the "immediate view" requirement.

RTR allows users (like Key Account Managers) to view aggregated Key Performance Indicators (KPIs) directly within the application interface without waiting for overnight batch processing or data warehousing synchronization. By configuring RTR and adding the necessary dimensions (e.g., Product, Time, Tactic), the consultant empowers the user to see exactly how the promotion is tracking against its targets right now. This immediate feedback loop is crucial for "in-flight" adjustments to ensure promotion success.

### NEW QUESTION # 40

A client needs to calculate component-level revenue at the tactic level in the Shipment Time frame within the bill of material (BOM) Component Product of a key performance indicator (KPI).

What should a consultant enable to ensure that the KPI is calculated only for the specified periods?

- A. Time Scope as Shipment
- B. Object Scope as Promotion Tactic
- C. BOM Scope as Component

**Answer: A**

Explanation:

This question focuses on the precise configuration of KPI Definitions within the Calculation Engine (Processing Services). Every KPI in TPM (like "Revenue" or "Volume") requires specific instructions on how and when to calculate.

The critical requirement in the prompt is that the calculation must occur in the "Shipment Time frame." In TPM, a promotion typically has multiple timeframes:

\* Placement/In-Store: When the product is on the shelf.

\* Shipment: When the product is delivered to the retailer (often weeks earlier).

\* Consumption: When the shopper buys it.

If a KPI is configured with the default time scope (often "Promotion" or "Placement"), the engine will calculate revenue based on the dates the promotion is active in the store. However, financial recognition for the manufacturer usually happens at Shipment.

Therefore, to ensure the "Component-level revenue" reflects the financial reality of when goods were shipped, the Time Scope setting

in the KPI configuration must be explicitly set to Shipment.

While "Object Scope" (Option A) and "BOM Scope" (Option C) control what is being calculated (the Tactic or the Component), they do not control the temporal aspect. Only the Time Scope determines the specific date range (Shipment Start to Shipment End) used for the data retrieval and calculation logic.

#### NEW QUESTION # 41

Ursa Major Solar's (UMS) fiscal year runs from October 1 to September 30. UMS wants to see all the customer business plans and volume plans split by month.

What should a consultant recommend creating and activating to match the TPM calendar with the calendar schema of UMS? 7

- A. A custom Calendar with custom periods
- B. A standard Calendar with standard periods
- C. A standard Calendar with custom periods

**Answer: A**

Explanation:

Time is a foundational dimension in Trade Promotion Management. Most organizations operate on standard Gregorian calendars (Jan 1 - Dec 31), but many, like Ursa Major Solar, utilize Fiscal Calendars (e.g., Oct 1 - Sept 30).

A standard Calendar in Salesforce Consumer Goods Cloud is hard-coded to the Gregorian year. If UMS were to use this, "Month 1" would always be January, which contradicts their business reality where "Period 1" is October.

To support a Fiscal Year starting in October, the consultant must implement a Custom Calendar with Custom Periods.

\* Custom Calendar: Defines the overall structure (Fiscal Year).

\* Custom Periods: Allows the administrator to explicitly define the start and end dates of every period.

For example, "Period 1, 2025" is defined as "2024-10-01 to 2024-10-31".

This configuration ensures that when a KAM views a "Year to Date" report or a monthly split in the P&L, the data aggregates correctly according to the company's financial reporting cycle.

#### NEW QUESTION # 42

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

**Answer: A**

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.

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