

AP-205過去問無料 & AP-205試験勉強攻略



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>> AP-205過去問無料 <<

Salesforce AP-205試験勉強攻略 & AP-205資格練習

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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional 認定 AP-205 試験問題 (Q32-Q37):

質問 # 32

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

正解: A

解説:

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

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 (140) 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.

質問 # 33

A key account manager (KAM) needs to plan promotions for a sports event at the beginning of the planning year. The customer fund does not hold enough money.

Which Consumer Goods Cloud settings allow the KAM to overspend the customer fund?

- A. Fixed Overdraw % and RBF Overdraw % setting on the account extension
- B. Fixed Overdraw % and RBF Overdraw % setting on the transaction template
- C. Fixed Overdraw % and RBF Overdraw % setting on the fund template

正解: C

解説:

In Consumer Goods Cloud TPM, funds are governed by Fund Templates. These templates define the rules of engagement for the budget, including strictness on spending limits.

The scenario describes a situation where a KAM needs to overspend (go into a negative balance) because the fund doesn't yet have enough money (common at the start of the year before rate-based accruals have built up).

10.

To permit this, the administrator must configure the Overdraw settings on the Fund Template 11:

* Fixed Overdraw %: Defines how much a fixed fund can be overspent.

* RBF Overdraw %: Defines how much a Rate-Based Fund (RBF) can be overspent.

If these are set to 0%, the system will block the promotion. By adjusting these percentages on the Fund Template (Option B), the system allows the KAM to approve the promotion even with insufficient current funds, assuming the deficit will be covered by future sales accruals. Option A is incorrect as transaction templates define the movement of money, not the balance limits. Option C is incorrect as Account Extensions hold customer attributes, not fund rules.

質問 # 34

Cloud Kicks is currently struggling to measure the effectiveness of specific promotions.

In which phase of the TPM lifecycle should a consultant focus discovery efforts in order to provide a solution recommendation?

- A. Post Event Analysis
- B. Strategic Planning

- C. Promotion Planning

正解: A

解説:

The Trade Promotion Management (TPM) lifecycle is generally cyclical, consisting of Strategic Planning, Promotion Planning/Execution, and Post-Event Analysis. The specific pain point identified in the scenario is the inability to "measure the effectiveness" of promotions. This activity falls squarely into the Post-Event Analysis phase.

During Discovery for this phase, a consultant must investigate how the client currently evaluates success. This involves identifying which Key Performance Indicators (KPIs) are necessary to determine "effectiveness"- commonly metrics like Return on Investment (ROI), Uplift Volume, Incremental Revenue, and Trade Spend Efficiency. To provide a recommendation, the consultant needs to understand what data is currently missing or difficult to access. For example, are they lacking actual shipment data from an ERP to compare against the plan? Do they lack baseline data to calculate the "lift"?

By focusing discovery on Post-Event Analysis, the consultant can ensure the solution is designed backwards from these requirements. If the system is not configured to capture the necessary "Actuals" or if the calculation engine is not set up to compute "Incremental" values vs. "Base" values, the client will never be able to measure effectiveness. Therefore, while planning is important, the measurement problem is solved by designing robust analytics and feedback loops that characterize the Post-Event Analysis phase.

質問 # 35

A key account manager (KAM) for Northern Trail Outfitters utilizes real-time reporting (RTR) to report on key performance indicators (KPIs) and identify critical business metrics to create better informed decisions.

How should RTR support a KAM through the post event analysis phase?

- A. Using customized reports to monitor business development of competing brands' successes
- B. Using customized reports to help track payments and funds based on a promotion's execution
- C. Using customized reports that help to evaluate the success of promotional events on product level

正解: C

解説:

Post-Event Analysis (PEA) is a critical phase in the Trade Promotion Management lifecycle where the KAM evaluates what happened after a promotion has concluded. The goal is to determine the Return on Investment (ROI) and effectiveness of the trade spend. Real-Time Reporting (RTR) in Salesforce Consumer Goods Cloud is specifically engineered to support this by providing granular, immediate visibility into performance metrics without requiring data warehouse extraction.

RTR supports PEA primarily by enabling the KAM to evaluate success at the Product Level (Option A).

Promotional success is rarely uniform; one flavor of a beverage might have sold out while another remained on the shelf. RTR allows the KAM to drill down into the "Actuals" (shipment or POS data imported from ERP) versus the "Plan" (forecasted volume) for every Stock Keeping Unit (SKU) involved in the event.

By using customized RTR views, the KAM can instantly see KPIs such as "Uplift Volume," "Incremental Revenue," and "Cost per Unit" for each specific product. This granular analysis is essential for future planning. If the analysis reveals that 1-Liter bottles had a negative ROI while 500ml bottles had a positive ROI, the KAM can adjust the product mix for the next promotion. Options B and C are less relevant to the core strength of RTR in this context; competitor data is often external and harder to track in real-time, and fund payments are typically handled in the Claims/Settlement module rather than the immediate operational reporting of promotional product performance.

質問 # 36

Northern Trail Outfitters wants to roll out the Consumer Goods Cloud TPM application to the German market. The local business is typically running promotions either for the entire Planning Customer or for specific store formats; for example, Hypermarket and Minimarket of the Planning Customer. Besides being able to determine the Store Format within a promotion, the local business wants to be able to get a graphical overview of which promotions are running during which timeframe for a certain Store Format of the Planning Customer.

Which implementation should the TPM consultant recommend?

- A. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and build a report outside of Consumer Goods Cloud TPM to review promotions by Store Format.
- B. Assign Store Formats as Sub Accounts to the Planning Customer before creating Sub Account promotions by Store Format and filter as needed for Store Formats in the Trade Calendar.
- C. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and filter in the Trade

Calendar promotions using the new Store Format attribute.

正解: C

解説:

The requirement is twofold: flexible planning (sometimes total customer, sometimes specific format) and graphical visibility (filtering the calendar).

Option C offers the most efficient design by leveraging Promotion Attributes and the native Trade Calendar filtering capabilities. Instead of fracturing the account structure or forcing every promotion to be at the "Sub Account" level (which adds significant maintenance overhead as seen in Option B), the consultant should recommend planning at the main Customer level. To handle the "Format" distinction, a custom dropdown (Attribute) is added to the Promotion Template labeled "Store Format" (e.g., Hypermarket, Minimarket, All).

The crucial feature here is the Trade Calendar's ability to filter based on these attributes. The KAM can open the calendar for the "German Market" account and apply a quick filter: "Show only Hypermarket promotions." This instantly renders the requested "graphical overview" of the timeframe overlap for that specific format. This approach avoids the need for external reporting (Option A) and keeps the user experience seamless within the TPM application, satisfying both the data capture and the visualization requirements with standard configuration.

質問 # 37

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AP-205試験勉強攻略: https://www.jpshiken.com/AP-205_shiken.html

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