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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q43-Q48):

NEW QUESTION # 43
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. BOM Scope as Component
- C. Object Scope as Promotion Tactic

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 atShipment.
Therefore, to ensure the "Component-level revenue" reflects the financial reality of when goods were shipped, theTime Scopesetting in the KPI configuration must be explicitly set toShipment.
While "Object Scope" (Option A) and "BOM Scope" (Option C) controlwhatis being calculated (the Tactic or the Component), they do not control thetemporalaspect. Only theTime Scopedetermines the specific date range (Shipment Start to Shipment End) used for the data retrieval and calculation logic.

NEW QUESTION # 44
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 promotion template with Sub Account functionality enabled and enable Consider Sub Accounts functionality in the key performance indicator (KPI) definition to read volumes.
- B. Select Sub Accounts on the Account P&L and select calculation mode as Sub Account Aggregation on the promotion template.
- C. Create a Customer Set and create a promotion template with Sub Account functionality.

Answer: B

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 # 45
Cloud Kicks wants to optimize the allocation of promotion spend for its key account managers (KAMs) on a customer account basis.
Which business stakeholders should a consultant prioritize speaking with when taking a top down approach to begin their discovery process to gather these requirements?

- A. Sales managers and finance managers
- B. KAMs and demand planners
- C. Sales managers and KAMs

Answer: A

Explanation:
The key phrase in this requirement is "top down approach"8. This implies starting with the strategic decision- makers who determine the overall budget and its distribution, rather than the execution level.
* Finance Managers:They are the custodians of the overall trade budget. They define the financial guardrails, profit targets, and total available funds for the fiscal year.
* Sales Managers:They receive the budget from Finance and are responsible for allocating it to their respective territories and KAMs. They decide that "Region A gets $1M" and "Region B gets $2M." Speaking withKAMs(Option A/B) represents abottom-upapproach, as they are the recipients and users of the funds, not the allocators. Therefore, to understand the "allocation optimization" from the top, the consultant must prioritizeSales Managers and Finance Managers9.

NEW QUESTION # 46
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. 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.
- 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. Generate Tactic Product conditions and send the records generated from the Salesforce object through a supported Salesforce integration tool.

Answer: A

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 # 47
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

Answer: C

Explanation:
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 tooverspend(go into a negative balance) because the fund doesn'tyethave enough money (common at the start of the year before rate-based accruals have built up)
10.
To permit this, the administrator must configure theOverdrawsettings on theFund Template11:
* 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 theFund 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.

NEW QUESTION # 48
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