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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q22-Q27):

NEW QUESTION # 22

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. 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.
- B. 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.
- 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: A

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 # 23

Which technology should a consultant primarily leverage to enable the centralized repository of comprehensive stock keeping unit (SKU) information, including specifications, images, and attributes?

- A. Data lakes
- B. Enterprise Resource Planning (ERP) systems
- **C. Product Information Management (PIM) systems**

Answer: C

Explanation:
The question specifies the need for a repository of comprehensive SKU information, explicitly mentioning specifications, images, and attributes6.
* ERP (Option A):Primarily handles transactional data (Price, Cost, Inventory Count, SKU Code). It is generally poor at storing rich media like high-resolution images or marketing descriptions.
* PIM (Option B):AProduct Information Managementsystem is purpose-built to centralize and enrich product data. It manages the marketing-facing attributes (images, long descriptions, nutritional info, dimensions) that are essential for catalogs and digital displays7.
* Data Lake (Option C):While it can store raw data, it lacks the structured governance and syndication workflows of a PIM.
For a TPM implementation that requires rich product displays for the KAMs (e.g., seeing the product image on the promotion card), the consultant should look to integrate with the client'sPIMsystem.

NEW QUESTION # 24

Northern Trail Outfitters (NTO) is interested in a technology that provides its key account managers (KAMs) with the ability to manage a promotional calendar and create customer volume forecasts.
Which application should NTO primarily leverage for this capability?

- A. Customer Business Planning, focused on tracking customer relationships and volume forecasts
- B. Trade Promotion Optimization, using machine learning algorithms and data modeling tools for in-depth promotional analysis
- C. Trade Promotion Management applications, designed to capture and analyze customer-specific data to create accurate forecasts

Answer: C

Explanation:
Trade Promotion Management (TPM) is the specific application module designed to handle the promotional calendar, trade spend, and the creation of volume forecasts (baseline and uplift). While Customer Business Planning (CBP) deals with the macro relationship and annual targets, and Trade Promotion Optimization (TPO) focuses on AI/ML optimization of those plans, the core requirement of "managing a promotional calendar" and "creating customer volume forecasts" describes the fundamental capabilities of the TPM application.

NEW QUESTION # 25

A consultant needs to configure the Volume Only promotions so that the key account manager (KAM) can see the Volume Planning card (VPC).
Where should the consultant configure this to see the VPC?

- A. In the promotion template
- B. In the tactic template
- C. In the KPI subset

Answer: A

Explanation:
The Promotion Template is the master controller for the layout and behavior of a specific type of promotion.
When a business defines different types of promotions-for example, a "Full P&L Promotion" versus a
"Volume Only Promotion"-they use different Promotion Templates to tailor the user experience.
For a "Volume Only" promotion, the business might want to hide financial complexity (like ROI or Fixed Funds) but**must**show the volume data. The visibility of the major UI components (Cards) is toggled directly on the**Promotion Template**record.
Within the Promotion Template configuration, there are specific checkboxes or settings for:
* Show VPC (Volume Planning Card):Controls if the volume grid is visible.
* Show SPC (Spend Planning Card):Controls if the financial grid is visible.
To ensure the KAM can see the VPC, the consultant must navigate to the specific**Promotion Template**used for "Volume Only" promotions and ensure the VPC visibility setting is enabled. While KPI Subsets (Option B) control**which**columns appear inside the card, the Promotion Template (Option C) controls whether the card appears**at all**. Tactic templates (Option A) control the individual tactics (e.g., Display, Flyer) and do not control the high-level promotion page layout.

NEW QUESTION # 26

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

Answer: B

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 a**Revenue-Based Fund**(often called "Live" or "Accrual" funds). The behavior of a fund-whether it is fixed or rate-based-is strictly defined by the**Fund Template**.
Therefore, to assess feasibility, the consultant must identify the**Fund Templates**(Option A). They need to know**which**buckets 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 # 27

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