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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q53-Q58):

NEW QUESTION # 53

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

Answer: B

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): A Product Information Management system 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's PIM system.

NEW QUESTION # 54

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. 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.
- B. 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.
- **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.**

Answer: C

Explanation:

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.

NEW QUESTION # 55

Which set of promotion related characteristics will impact the scalability and performance of a promotion calculation within Salesforce TPM according to best practice?

- A. Number of planning accounts within a sales org; Number of products in the promotion account's product assortment; Number of key performance indicator (KPI) sets within the sales org; Number of tactics within the system
- B. Number of products in a promotion; Number of tactics within a promotion; Number of custom calendar periods defined for the business year; Amount of supportive TPM data in Cloud Processing Services
- **C. Number of products in a promotion; Number of tactics within a promotion; Duration of a promotion; Number of read, writeback, and calculated key performance indicators (KPIs)**

Answer: C

Explanation:

In Salesforce Consumer Goods Cloud Trade Promotion Management (TPM), performance and scalability are fundamentally determined by the size of the "calculation grid" generated by the Processing Services engine.

When a user opens or saves a promotion, the system must compute values for a specific intersection of data points. The complexity of this calculation is not determined by static org-level data (like the total number of accounts in the entire system), but rather by the specific dimensions involved in that single promotion's context.

The formula for this complexity is effectively a Cartesian product of the following four critical dimensions:

* Number of Products: Each product included in the promotion adds a row to the calculation grid. A promotion with 5 products is simple; a promotion with 5,000 products requires significantly more processing power.

* Number of Tactics: Tactics (e.g., Display, Flyer, Price Cut) multiply the data points. If a promotion has 5 products and 3 tactics, the engine calculates metrics for every product-tactic combination.

* Duration of the Promotion: The time dimension is critical. A promotion lasting 1 week requires fewer calculation "buckets" than a promotion lasting 52 weeks. The engine must calculate volumes and spend for every period within the duration.

* Number of KPIs: Finally, the number of Key Performance Indicators (KPIs) defined in the KPI Set determines how many distinct values (Volume, Spend, ROI, Margins) must be computed, read, or written back for every single cell defined by the Product/Tactic/Time intersection.

Therefore, Option C correctly identifies the four specific levers—Products, Tactics, Duration, and KPIs—that directly dictate the memory usage and calculation time for any given promotion event.

NEW QUESTION # 56

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. 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.
- **B. 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.
- C. 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.

Answer: B

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 the initial loaded 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 management.

NEW QUESTION # 57

A system administrator in Ursa Major Solar wants to load Sell through volume of a customer in data processing engine for read as a key performance indicator (KPI).

Which permission set license should a consultant recommend assigning so that the system administrator is able to load the data?

- **A. CGC Processing Services Register**
- B. Lightning Trade Promotion Management Psl
- C. CGC Retail and Trade Promotion Management Psl

Answer: A

Explanation:

In the Salesforce Consumer Goods Cloud (CGC) architecture, high-volume calculations and data processing for Trade Promotion Management (TPM) are handled by the Cloud Processing Service (CPS). This off-platform engine is necessary to manage the massive data grids involved in promotion planning.

When a System Administrator needs to interact directly with this engine-specifically to load, register, or sync external data sources (like "Sell through volume") so they can be read as KPIs-they require specific privileges that go beyond standard CRM access.

The CGC Processing Services Register permission set license is explicitly designed for this administrative purpose.

This license grants the user the necessary API rights and access controls to manage the Data Processing Engine (DPE) definitions and trigger the synchronization jobs that hydrate the CPS with data. Without this specific license, the administrator might be able to see the TPM application screens (if they have the TPM license, Option A), but they would lack the backend permissions required to configure the data ingestion pipelines that feed the calculation engine.

NEW QUESTION # 58

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