

AP-212 questions and answers

$$W = \Delta E = E_f - E_i$$

$$W = (K_f + U_{g_f}) - (K_i + U_{g_i})$$

$$W = \frac{1}{2}mv_f^2 + mgy_f - 0 - mgy_i$$

$$W = \frac{1}{2}mv_f^2 + mg(y_f - y_i)$$

$$W = \frac{1}{2}(75 \text{ kg})\left(5.0 \frac{\text{m}}{\text{s}}\right)^2 + 75 \text{ kg}\left(10 \frac{\text{N}}{\text{kg}}\right)(2.0 \text{ m} - 3.5 \text{ m})$$

$$W = 938 \text{ J} - 1125 \text{ J} = -187 \text{ J} \approx \boxed{-190 \text{ J}}$$

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Salesforce Loyalty Management Accredited Professional Sample Questions (Q47-Q52):

NEW QUESTION # 47

A Loyalty Manager wants to send an SMS to a member's mobile device after the member has made a purchase and their non-qualifying points have been increased.

An integrated solution between Salesforce Loyalty Management and Salesforce Marketing Cloud is proposed to meet this business need.

Which two Salesforce solutions are required to meet the business's needs?

- A. Marketing Cloud Personalization
- B. Marketing Cloud MobileConnect
- C. Marketing Cloud Mobile Push
- D. Marketing Cloud Connect

Answer: B,D

Explanation:

To meet the business need of sending an SMS to a member's mobile device after a purchase and an increase in non-qualifying points, the required Salesforce solutions are Marketing Cloud Connect (A) and Marketing Cloud MobileConnect (B). Marketing

Cloud Connect facilitates the integration between Salesforce Loyalty Management and Marketing Cloud, while MobileConnect is a specific tool within Marketing Cloud designed for sending SMS messages to mobile devices, allowing for timely and targeted communication with loyalty program members.

NEW QUESTION # 48

Cloud Kicks has tasked its Loyalty Consultant with setting up its new Loyalty Management platform. The business requirement is to create personalized experiences across its customer journey.

Which solution should the Loyalty Consultant utilize to create personalized customer experiences?

- A. Salesforce Slack
- B. Salesforce Order Management System
- C. Salesforce Sales Cloud
- D. **Salesforce Marketing Cloud**

Answer: D

Explanation:

To create personalized experiences across Cloud Kicks' customer journey, the Loyalty Consultant should utilize Salesforce Marketing Cloud (B). Marketing Cloud provides a comprehensive suite of marketing tools designed to create personalized customer journeys, segment audiences, and deliver targeted content and communications. Leveraging Marketing Cloud's capabilities in conjunction with Loyalty Management allows for the creation of highly personalized and engaging experiences for loyalty program members, enhancing customer satisfaction and loyalty.

NEW QUESTION # 49

While designing an experiential Loyalty Program, what are the two recommended objects to be used as a best practice to track what type of activity the member has with the program?

- A. Loyalty Ledger & Transaction Journal
- B. transaction Journal Type & Transaction Journal Subtype
- C. Loyalty Member Currency & Transaction Journal
- D. **Journal Type & Journal Subtype**

Answer: D

NEW QUESTION # 50

A company has recently rolled out a Loyalty Program with three tiers. The lowest tier is Silver, and the highest tier is Platinum. The company decided to offer Platinum members exclusive access to VIP events.

How should an Administrator configure the Loyalty Program for Platinum members?

- A. Set up Members "Exclusive Access to VIP Events" as a Transaction Journal
- B. **Set up Members "Exclusive Access to VIP Events" as a Loyalty Tier Benefit**
- C. Set up Members "Exclusive Access to VIP Events" as a Member Promotion
- D. Set up Members "Exclusive Access to VIP Events" as a Voucher

Answer: B

Explanation:

To offer Platinum members exclusive access to VIP events, an Administrator should Set up Members "Exclusive Access to VIP Events" as a Loyalty Tier Benefit (D). Configuring this exclusive access as a tier benefit specifically for Platinum members allows for clear differentiation of tiers and provides a compelling incentive for members to reach and maintain the Platinum tier. This setup ensures that the highest-tier members receive appropriate recognition and rewards, enhancing their loyalty and engagement with the program.

Options A (Voucher), B (Member Promotion), and C (Transaction Journal) do not accurately represent the method for providing exclusive event access as a distinct benefit of attaining the Platinum tier within a loyalty program.

NEW QUESTION # 51

A loyalty Program has two existing partners, a snacks manufacture and a beverages importer. There are two new products that need to be directly associated with the respective partner products within the loyalty partner product section.

The below products have been added to the system and are available under the product objects.

Chocolate cookies, linked with product category snacks

Green soda from beverage importer

Which two steps should an Administrator take to fulfill task with the least effort?

- A. Choose "Category" option and map the Chocolate cookies to the partner.
- B. Choose "Product" option and map the green soda to the partner
- C. Add the partner in the lookup on the snack product
- D. Add the partner in the Lookup on the Chocolate cookie product.

Answer: B,D

Explanation:

To associate the new products with their respective partners within the loyalty partner product section, the Administrator should take two steps. For the Chocolate cookies linked with the snack category, the Administrator should add the partner in the Lookup on the Chocolate cookie product. This directly associates the product with the specific partner responsible for the snack category.

Similarly, for the Green soda from the beverage importer, the Administrator should choose the 'Product' option and map the Green soda to the partner. This step ensures that the beverage product is correctly associated with the beverage importer, maintaining accurate and organized tracking of partner products within the Loyalty Program. These configurations facilitate seamless management and representation of partner products within the program, enhancing the clarity and efficiency of partner product associations.

NEW QUESTION # 52

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