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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q11-Q16):

NEW QUESTION # 11
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 filter in the Trade Calendar promotions using the new Store Format attribute.
- 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 build a report outside of Consumer Goods Cloud TPM to review promotions by Store Format.

Answer: A

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 # 12

Cloud Kicks is using assortments to drive the customer product list. Key account managers (KAMs) perform updates multiple times during the day to the product list and want to be able to promote these products on the same day in a new promotion.
What should the KAMs ensure is done to be able to promote products that have been added to the assortment?

- A. Re-approve the changes in the assortment.
- B. Refresh the assortment screen.
- C. Sync the changes in the assortment with the processing service.

Answer: C

Explanation:

In the Salesforce Consumer Goods Cloud (CGC) architecture, data is split between the core Salesforce platform (where standard objects like Assortments and Products reside) and the Cloud Processing Service (the high-performance calculation engine usually hosted on Hyperforce/Heroku).

When a Key Account Manager (KAM) updates a Product Assortment in the core platform-for example, adding a new SKU to the "Summer 2025" list-this change is committed to the Salesforce database immediately. However, the TPM Planning Grid (the P&L view) and the Promotion Product Selector rely on the Processing Service to render data quickly. The Processing Service uses a cached or synchronized version of the master data to perform its complex calculations.

If the KAM immediately tries to create a promotion for the new product, it might not appear in the selector because the Processing Service is unaware of the update. Merely refreshing the screen (Option C) only reloads the UI, not the underlying data cache. Therefore, to bridge the gap between Core Salesforce and the Calculation Engine, the KAM or an automated process must Sync the changes (specifically the Assortment- Product links) to the processing service. This action pushes the new relationship into the engine's memory, making the product available for immediate promotion planning and calculation.

NEW QUESTION # 13

During user acceptance testing, key users realize that not all products that have the KAM status for at least 1 day of the promotion period (Date From - Date Thru) can be added to the promotion.
Which setting in the promotion template configuration should the TPM consultant check?

- A. Timeframe Determination Policy
- B. Consider Product KAM Status
- C. Consider Product Definition Policy

Answer: B

Explanation:
In Consumer Goods Cloud, Product KAM Status determines if a specific product is valid for a specific customer (e.g., "Listed," "Delisted," "Test"). A common issue arises when a product is only active for part of a promotion's duration.

The behavior of the product selector-whether it includes or excludes these "partially active" products-is controlled by the "Consider Product KAM Status" setting on the Promotion Template (Option A).
* If configured strictly, the system might require the product to be active for the entire duration of the promotion.
* If the users expect to see products that are active for "at least 1 day," this setting must be adjusted to apply the correct logic (e.g., "Overlap" logic rather than "Fully Contained" logic).
* The Timeframe Determination Policy (Option B) controls dates (Shipment vs. Consumption), not product eligibility. Product

Definition Policy(Option C) handles how products are defined in the hierarchy, not their status validity5.

NEW QUESTION # 14

Universal Containers (UC) wishes to produce a dashboard displaying basic up-to-date information regarding funds, promotions, and claims. UC wants to enable end users to modify the graphics within the report.
Which solution should a consultant recommend to meet this requirement?

- A. CRM Analytics Dashboards
- B. Salesforce Lightning Reports & Dashboards
- C. TPM Real-Time-Reports (RTR)

Answer: B

Explanation:
This question requires selecting the appropriate reporting tool based on two constraints: "basic up-to-date information" and "end users ability to modify graphics."
* Salesforce Lightning Reports & Dashboards (Option A):This is the standard, native Salesforce reporting tool. It is "live" (up-to-date) as it queries the database directly. Crucially, it is designed forself- service. A standard user (with appropriate permissions) can easily "Clone" a dashboard, change a bar chart to a donut chart, or adjust filters without needing developer skills or complex JSON configuration.
This fits the requirement for end-users modifying graphics perfectly.
* TPM Real-Time-Reports (RTR) (Option B):While RTR provides specific, high-speed P&L views for TPM, its visualization capabilities are often more rigid or technically configured (via JSON or admin setup) compared to the drag-and-drop simplicity of Lightning Dashboards. It is designed more for the
"Grid" view of a specific promotion rather than a general "Funds and Claims" dashboard.
* CRM Analytics (Option C):This is a powerful, enterprise-grade intelligence platform (formerly Einstein Analytics). While it offers superior visualization, it is generally considered a "heavy" solution.
Modifying dashboards in CRMA often requires a specialized license and a higher skill set (understanding datasets, lenses, and SAQL) than the "basic" modification requested for end users. It is typically used for deep data mining, not basic operational dashboards.

NEW QUESTION # 15

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

Answer: C

Explanation:
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,150is the correct calculated baseline volume.

NEW QUESTION # 16

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