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最新的 Consumer Goods Cloud AP-204 免費考試真題 (Q13-Q18):

問題 #13

What are three main factors that should lead a Consultant to consider assetization of a commercial product or service?

- A. The product/service sold can undergo future attribute changes
- B. The product/service sold will have child features added in the future
- C. The product/service sold is a high-volume, one-time billing event, such as a pay-per-view
- D. The product sold is a device accessory, such as a phone case
- E. The product/service sold has a recurring charge

答案： A,B,E

解題說明：

Assetization is the process in Salesforce Industries (Communications/Consumer Goods) where a successfully fulfilled order line item is converted into a permanent Asset record. This Asset record serves as the single source of truth for what the customer currently owns.

A Consultant should recommend assetization for a commercial product or service when it is likely to be involved in future customer management and transactions. The three main factors that necessitate creating an Asset record are:

The product/service sold has a recurring charge (B):

A recurring charge means the service/product will be billed repeatedly (e.g., monthly). To ensure the billing system receives the correct information and to manage any future pricing changes (like applying a promotional discount for a specific period), the service must exist as a persistent Asset record. Billing systems typically interface with the Asset/Subscription object to determine what to invoice each cycle.

The product/service sold can undergo future attribute changes (C):

The core purpose of the Move, Add, Change, Delete (MACD) process is to allow customers to modify their existing services. If a product attribute (e.g., Internet speed, color of a device, service plan) can be changed, the system needs an Asset record to track the current attribute values (the "As-Is" state). When a customer initiates a change, the system converts this Asset's current state into an order line item for modification.

The product/service sold will have child features added in the future (A):

Products that are part of a bundle or have a hierarchical structure (Parent \rightarrow Child) must be tracked as Assets so that their children or sub-features can be managed, added, or removed later. For example, if a base service (Asset) allows for the addition of premium channels (new Assets), the base service must first exist as an Asset to act as the parent for the new features.

Why D and E are incorrect:

D (High-volume, one-time billing event, such as a pay-per-view): One-time, high-volume transactional items (like PPV events or movie rentals) are typically not assetized. They are billed once and retired. Creating millions of short-lived asset records would rapidly consume storage and severely degrade system performance.

E (Device accessory, such as a phone case): Simple, one-time purchase equipment without a service component (like a phone case or charger) is rarely assetized, as it has no recurring charge (B) and generally does not undergo MACD changes (C).

問題 #14

An ABC Telecom customer ordered an internet bundle along with a router in their first order. At a later date, the customer ordered another internet bundle. Their existing router supports all services.

What should be the scope of the technical product so that the decomposition process generates fulfillment request lines (FRL) based on the existing inventory item?

- A. Top Order Item Scope
- B. Order Item Scope
- C. Downstream Order Item Scope
- D. Account Scope

答案：D

解題說明：

In Salesforce Industries Order Management, the scope of a technical product determines how decomposition looks for existing assets or inventory items. When a customer already owns a device (such as a router) and later orders a new service that can reuse the same hardware, the decomposition engine must search across the customer's inventory at the account level, not the original order item or the top-level order item.

Public Salesforce Order Management documentation explains that Account Scope is used when the fulfillment system needs to evaluate inventory or assets that the customer already owns—for example, routers, ONTs, set-top boxes, SIM cards, or any CPE device. By setting the technical product to Account Scope, the decomposition engine checks the customer's entire installed base and finds the matching item, allowing it to generate the correct Fulfillment Request Lines (FRLs) without creating duplicates.

Other options do not support the scenario:

Order Item Scope and Top Order Item Scope only look at items within the current order and would not detect previously fulfilled devices.

Downstream Order Item Scope evaluates child order items but still only within that transaction.

Thus, only Account Scope ensures that the decomposition process properly references existing inventory and reuses the router rather than provisioning a new one, which is exactly what the scenario requires.

問題 #15

Which two of the following allows a Consumer Goods Cloud user to review the vision detection accuracy?

- A. Shelf Metrics
- B. Goods Metrics
- C. Model Metrics
- D. Planogram Metrics
- E. Object Metrics

答案: A,C

解題說明:

Shelf Metrics allow a user to review the vision detection accuracy by comparing the actual shelf image with the expected planogram image. Model Metrics allow a user to review the vision detection accuracy by showing the confidence score and the number of detections for each object in the shelf image. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 23-24.

QUES

問題 #16

Which KPIs can be derived using Planogram detection?

- A. Out of Stock, Shelf Size, Brand Facings
- B. Out of Stock, Share of Shelf, Brand Facings
- C. Out of Stock, Share of Shelf, SKU Facings
- D. Out of Stock, Shelf Size, SKU Facings

答案: C

解題說明:

Out of Stock, Share of Shelf, and SKU Facings are three KPIs that can be derived using Planogram detection. A Planogram is a visual representation of how products should be arranged on a shelf. Planogram detection is a feature that uses Einstein Vision to compare the actual shelf image with the expected planogram image and calculate metrics such as:

Out of Stock, which measures the percentage of products that are missing from the shelf.

Share of Shelf, which measures the percentage of space occupied by a product or brand on a shelf.

SKU Facings, which measures the number of times a product SKU is visible on a shelf. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 23-24.

問題 #17

Universal Shipping (US) uses Communications Cloud and has built multiple OmniScripts and FlexCards to calculate freight charges and provide delivery estimates. They also have a self-service site hosted on a third-party CMS. US wants the same experience on their off-platform site that they have in Salesforce, for their unregistered users.

Which two steps should a Consultant take to meet these requirements?

- A. Use OmniOut and add the existing OmniScript and FlexCards.
- B. Use a Canvas application to expose the OmniScript and FlexCards to unregistered users.
- C. Use an integration user for the authentication with Salesforce to get the session token that will allow calls to Salesforce.
- D. Create a Lightning Out Project and use Javascript to load the Lightning Web Components (LWCs) into the external site.

答案: A,C

解題說明:

To expose OmniScripts and FlexCards outside Salesforce (third-party CMS), Salesforce supports OmniOut, which packages OmniScripts/FlexCards for external consumption.

Because external users are unregistered, a backend "integration user" must authenticate against Salesforce to get a session token.

✓ A - Required for authentication

✓ C - Use OmniOut for external CMS

Canvas and Lightning Out are not appropriate for OmniStudio components.

Thus A and C are correct.

問題 #18

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