

# New AP-205 Test Pattern - Trustable Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional - Practice AP-205 Test Online



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## Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q15-Q20):

### NEW QUESTION # 15

Ursa Major Solar's (UMS) fiscal year runs from October 1 to September 30. UMS wants to see all the customer business plans and volume plans split by month.

What should a consultant recommend creating and activating to match the TPM calendar with the calendar schema of UMS? 7

- A. A custom Calendar with custom periods
- B. A standard Calendar with custom periods
- C. A standard Calendar with standard periods

**Answer: A**

Explanation:

Time is a foundational dimension in Trade Promotion Management. Most organizations operate on standard Gregorian calendars (Jan 1 - Dec 31), but many, like Ursa Major Solar, utilize Fiscal Calendars (e.g., Oct 1 - Sept 30).

A Standard Calendar in Salesforce Consumer Goods Cloud is hard-coded to the Gregorian year. If UMS were to use this, "Month 1" would always be January, which contradicts their business reality where "Period 1" is October.

To support a Fiscal Year starting in October, the consultant must implement a Custom Calendar with Custom Periods.

\* Custom Calendar: Defines the overall structure (Fiscal Year).

\* Custom Periods: Allows the administrator to explicitly define the start and end dates of every period.

For example, "Period 1, 2025" is defined as "2024-10-01 to 2024-10-31".

This configuration ensures that when a KAM views a "Year to Date" report or a monthly split in the P&L, the data aggregates correctly according to the company's financial reporting cycle.

### NEW QUESTION # 16

A key account manager (KAM) for Northern Trail Outfitters utilizes real-time reporting (RTR) to report on key performance indicators (KPIs) and identify critical business metrics to create better informed decisions.

How should RTR support a KAM through the post event analysis phase?

- A. Using customized reports to help track payments and funds based on a promotion's execution
- B. Using customized reports to monitor business development of competing brands' successes
- C. Using customized reports that help to evaluate the success of promotional events on product level

**Answer: C**

Explanation:

Post-Event Analysis (PEA) is a critical phase in the Trade Promotion Management lifecycle where the KAM evaluates what happened after a promotion has concluded. The goal is to determine the Return on Investment (ROI) and effectiveness of the trade spend. Real-Time Reporting (RTR) in Salesforce Consumer Goods Cloud is specifically engineered to support this by providing granular, immediate visibility into performance metrics without requiring data warehouse extraction.

RTR supports PEA primarily by enabling the KAM to evaluate success at the Product Level (Option A).

Promotional success is rarely uniform; one flavor of a beverage might have sold out while another remained on the shelf. RTR allows the KAM to drill down into the "Actuals" (shipment or POS data imported from ERP) versus the "Plan" (forecasted volume) for every Stock Keeping Unit (SKU) involved in the event.

By using customized RTR views, the KAM can instantly see KPIs such as "Uplift Volume," "Incremental Revenue," and "Cost per Unit" for each specific product. This granular analysis is essential for future planning. If the analysis reveals that 1-Liter bottles had a negative ROI while 500ml bottles had a positive ROI, the KAM can adjust the product mix for the next promotion. Options B and C are less relevant to the core strength of RTR in this context; competitor data is often external and harder to track in real-time, and fund payments are typically handled in the Claims/Settlement module rather than the immediate operational reporting of promotional product performance.

### NEW QUESTION # 17

Cloud Kicks is planning promotions for planning accounts, including different formats like Hypermarkets, Supermarkets, Convenience, and Online. To which object should the data of these formats be interfaced?

- A. Sub Account with timeframe Valid From and Valid Thru
- B. Customer Relationship with Relationship Type Sub Account
- C. Customer Trade Org Hierarchy with Relationship Type Sub Account

**Answer: B**

Explanation:

In the Consumer Goods Cloud data model, the concept of "Planning Accounts" (where the plan is created) often differs from the "Execution" or "Format" level (where the volume actually occurs). A retailer might be one Planning Customer (e.g., "Global Retailer Inc."), but they operate distinct store formats like

"Hypermarkets" and "Supermarkets" which have different performance characteristics.

To model this, Salesforce utilizes the Customer Relationship object. This object acts as a flexible connector that links the main Planning Account to the specific Format accounts (Sub-Accounts). The correct configuration involves setting the Relationship

Typeto "Sub Account".

This architecture allows the system to aggregate data. When a KAM plans a promotion for the main "Planning Account," the system needs to know which underlying stores or formats contribute to that volume. By interfacing the format data into the Customer Relationship object with the "Sub Account" type, the TPM calculation engine can automatically roll up historical data (baselines) from the Supermarkets and Hypermarkets to the Planning Account level. Conversely, it allows for planning at the format level if needed. This is superior to using the standard Trade Org Hierarchy (Option A) for this specific use case because "Formats" are often virtual or logical groupings that exist across standard geographic hierarchies, and the Customer Relationship object provides the necessary flexibility to map these many-to-many or specific one-to-many relationships without disrupting the primary sales organization tree.

### NEW QUESTION # 18

A customer needs a solution to generate tactic product conditions in Consumer Goods Cloud and has asked a consultant to do a feasibility check.

What should the consultant advise the customer?

- A. Tactic product conditions can be generated on any product hierarchy level that the user chooses.
- B. Tactic product conditions can be generated only at the lowest product level in the product hierarchy.
- C. Tactic product conditions can be generated only at the available product level configured in the tactic template.

**Answer: C**

Explanation:

Tactic Product Conditions (TPCs) are the records generated by TPM to represent the "deal" in a way that can be executed—for example, a pricing condition record sent to an ERP to apply a 10% discount.

The generation of these conditions is not free-form; it is strictly governed by the configuration of the Tactic Template.

\* Feasibility Constraint: You cannot simply choose to generate a condition at the "Brand" level if the Tactic was designed and configured to operate at the "SKU" level, or vice versa.

\* Tactic Template Configuration: When setting up a Tactic Template (e.g., "Display - Gold"), the administrator defines the Product Level (e.g., Category, Brand, Product) at which this tactic operates.

The system relies on this configuration to know how to aggregate or split the data when generating the conditions.

Therefore, Option B is the correct advice. The system enforces the structure defined in the template. If the Tactic Template is configured for "Product Level" input, the conditions will be generated at the Product Level. If it is configured for "Category Level," the conditions will be generated at the Category Level. Option A is incorrect because the user cannot override the template configuration on the fly. Option C is incorrect because TPM supports conditions at higher levels (like Category) if the template is set up that way; it is not restricted only to the lowest level.

### NEW QUESTION # 19

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

**Answer: A**

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 # 20

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It also helps if we have a guess as to what software functions we'll be performing AP-205 in the scenario, The design model also contains non-core business classes such as persistent storage and security management classes.

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