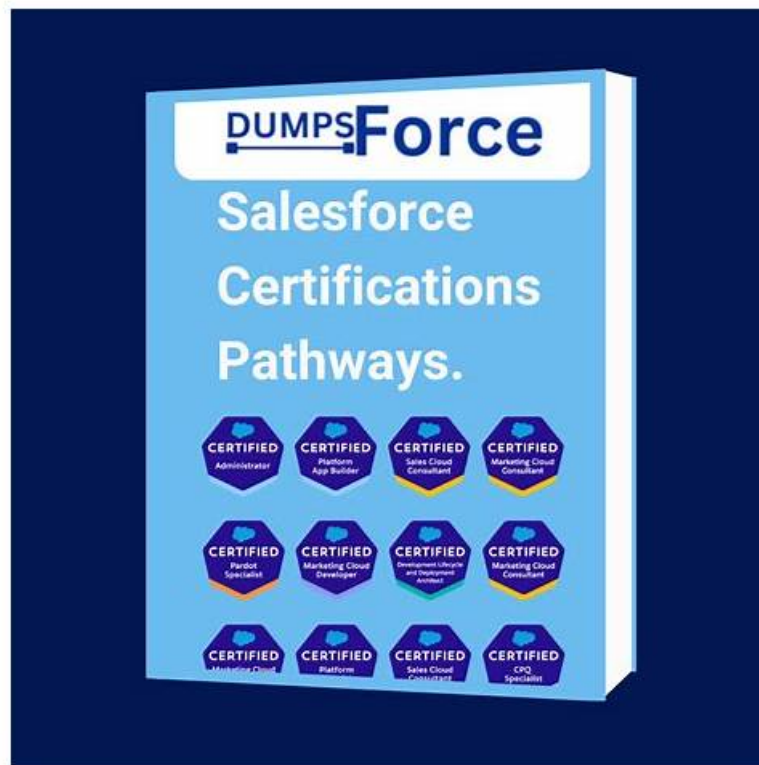


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## Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q42-Q47):

### NEW QUESTION # 42

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 # 43

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 products in a promotion; Number of tactics within a promotion; Duration of a promotion; Number of read, writeback, and calculated key performance indicators (KPIs)
- B. 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
- C. 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

**Answer: A**

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 # 44

Which setting does a consultant need to activate to ensure that every time a claim is set to submitted for approval, an automated process checks if at least one fund is linked to the claim?

- A. The Requires Funds setting on the claim template
- B. The Enable Tactic Auto Fund Assignment on the sales org
- C. The Requires Funds setting on the approval process

**Answer: A**

Explanation:

Claims Management involves validating that a deduction or invoice is valid before paying it. A critical validation rule is ensuring that the money is coming from somewhere-i.e., a Fund.

This validation logic is controlled by the Claim Template. The Claim Template acts as the blueprint for the claim document. It contains a specific checkbox or setting called "Requires Funds" (Option C).

\* When this is enabled, the system enforces a hard validation: a user cannot change the status to

"Submitted" (or advance the workflow) unless a Fund record is associated with the Claim.

\* Option A ("Auto Fund Assignment") is an automation feature to find a fund, not a validation rule to check for one.

\* Option B is incorrect because Approval Processes trigger after submission logic; the validation typically happens on the record state transition controlled by the template.

#### NEW QUESTION # 45

A client is requesting a real-time report on the promotion detail to show key performance indicator (KPI) values at the Promotion Total level. The client wants this implemented to help the user gauge and understand the impact of the Planned Promotion instantaneously.

How should the consultant design this? 5

- A. Create a custom Lightning component that reads the value of the KPIs through the KPI Map functionality and embed the UI Component on the Promotion record page.
- B. Create a new Real-Time Reporting (RTR), which uses a Flatlist UI Component, add the required KPIs, and then embed the report on the Promotion record page.
- **C. Create a custom Scorecard Real-Time Reporting (RTR) and enable the required KPIs as Report relevant and add them to RTR Config, then embed the report on the Promotion record page.**

**Answer: C**

#### NEW QUESTION # 46

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 attributes.

\* 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 displays.

\* Data Lake (Option C): While it can store raw data, it lacks the structured governance and syndication workflows of a PIM.

For a PIM 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 # 47

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