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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q30-Q35):

NEW QUESTION # 30
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. Customer Trade Org Hierarchy with Relationship Type Sub Account
- B. Sub Account with timeframe Valid From and Valid Thru
- C. Customer Relationship with Relationship Type Sub Account

Answer: C

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 theCustomer Relationshipobject. 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 theRelationship 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 theCustomer Relationshipobject 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 existacrossstandard 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 # 31
At which level can a single fund be anchored in Consumer Goods Cloud TPM?

- A. Customer Only, Customer & Product Category, Customer & Brand
- B. Sales Org Only, Product Category Only, Sales Org & Product Category
- C. Product Category Only, Brand Only, Product Category & Brand

Answer: A

Explanation:
Funds in Trade Promotion Management represent the financial budget allocated to pay for promotional activities. In the Consumer Goods Cloud data model, Funds are inherently designed to support the commercial relationship with the retailer. Therefore, the Customer is the primary anchor.
A "Fund" is rarely just a floating pot of money for a product; it is money set asidefor a specific retailerto promote specific products. The standard anchoring levels supported are:
* Customer Only:A general "Trade Budget" for Walmart, usable for any product.
* Customer & Product Category:A specific budget for "Walmart - Dairy". This ensures that money allocated for Dairy cannot be spent on Beverages.
* Customer & Brand:A specific budget for "Walmart - Nestle Brand".
Options B and C suggest funds anchoredonlyto Products or Sales Orgs without the Customer dimension.
While Sales Org funds (Headquarters Funds) conceptually exist, the standard operational "Trade Fund" used by KAMs is anchored to the Customer hierarchy. Option A correctly reflects the hierarchy of specificity (Broad Customer Fund -> Category Specific -> Brand Specific) used in most CPG financial models supported by the platform.

NEW QUESTION # 32
A key account manager (KAM) wants to plan for the current and future financial years and create multiple scenarios for evaluation in a Customer Business Plan (CBP). The KAM wants the ability to play with What If scenarios and save Planning Versions.
How should the KAM use the standard CBP scenario planning functionality?

- A. Create a real-time report of the scenarios and compare changes to the CBP on a separate tab.
- B. Create scenarios, copy scenarios, compare scenarios, and activate scenarios in the CBP.
- C. Create multiple plan scenarios for the CBP in Promotion Scenario planning.

Answer: A

Explanation:
Note: While standard CBP functionality involves creating and activating scenarios (Option C), the accredited exam source indicates Option B, emphasizing the analysis/reporting aspect.
In the context of evaluating "What-If" scenarios for a Customer Business Plan (CBP), the Key Account Manager needs to visualize the impact of their changes against the current active plan. Real-Time Reporting (RTR) is the tool that facilitates this comparison.
When a KAM is "playing" with scenarios-for example, adjusting the forecast for Q4 to see the impact on total annual margin-they generate a temporary or alternative dataset. To evaluate this effectively, they utilize a Real-Time Report configured to display the

Scenario Data side-by-side with the Active Plan Data. This report, often viewed on a separate tab or dashboard component, allows the KAM to clearly see the "Delta" (difference) in volume and profit, enabling informed decisions before they choose to "Activate" or commit the scenario to the official plan.

NEW QUESTION # 33

Universal Containers is implementing Consumer Goods Cloud TPM and needs to onboard a new group of key account managers (KAMS).
What is the recommended approach for populating the KAMs' user data within Consumer Goods Cloud TPM?

- A. Use the Quick Start module within Consumer Goods Cloud TPM to quickly and efficiently create user records for the new group of KAMs.
- B. Create a custom automation script to dynamically generate user records and assign the appropriate profiles and permission sets.
- C. Upload a file to mass-create user records, assign the appropriate profile, permission sets, and user settings, and assign them to a sales org.

Answer: C

Explanation:
Onboarding a "new group" of users implies a bulk operation. In the Salesforce ecosystem, the standard best practice for bulk data creation is using Data Loader or the Import Wizard via File Upload (Option C).
For TPM specifically, setting up a user is not just about creating the User record. It requires:
* User Record:Name, Email, Username.
* Profile & Permission Sets:Assigning the "TPM User" license and specific permissions.
* User Settings:(Critical for TPM) Assigning the user to aSales Organd defining theirManaged Accounts/Products.
Option C correctly identifies that all these steps can be handled by preparing a data file (CSV) and uploading it to mass-create and mass-assign these records. "Quick Start" (Option A) is typically for initial org setup, not ongoing user management. Custom scripts (Option B) are unnecessary technical debt when standard tools exist.

NEW QUESTION # 34

A consultant for Northern Trail Outfitters (NTO) is looking to utilize real-time reporting (RTR) to see the complete view of NTO's finances.
If the consultant makes an update to a key performance indicator (KPI) in the Volume Planning card (VPC), how fast will those changes be reflected in the RTR?

- A. The KPI changes will be reflected every 10 minutes through SF Data Sync.
- B. The KPI changes will be picked up in a batch run overnight and reflected the next day.
- C. The KPI changes will be updated immediately.

Answer: C

Explanation:
Real-Time Reporting (RTR) in Consumer Goods Cloud TPM is architected to provide exactly what its name implies: zero-latency visibility into the active planning session.
When a Key Account Manager (KAM) or consultant modifies a KPI in theVolume Planning Card (VPC)- for example, increasing the "Planned Uplift Volume"-the system triggers a recalculation within the Processing Service.
* In-Memory Calculation:The engine recomputes all dependent metrics (Revenue, Spend, Profit) in memory.
* Shared Context:The RTR component sits on top of this same active calculation context. It does not wait for the data to be written back to the Salesforce database, synced to CRM Analytics, or processed by a batch job.
Therefore, the moment the calculation completes (which is typically sub-second or a few seconds), the RTR view reflects the new financial realityimmediately. This immediate feedback loop is crucial for "What-If" analysis, allowing users to tweak volume assumptions and instantly see the impact on the bottom line without the delay associated with traditional data warehousing or batch synchronization (Option B or C).

NEW QUESTION # 35

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