

AP-204 Exam Simulation: Consumer Goods Cloud Accredited Professional & AP-204 Certification Training



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Salesforce AP-204 Exam Syllabus Topics:

Section	Objectives
Topic 1: Visit Planning and Route Optimization	- Territory and route planning concepts - Scheduling and field rep optimization
Topic 2: Consumer Goods Cloud Fundamentals	- Core platform concepts and Consumer Goods Cloud positioning - Data model overview (accounts, retail stores, visits)
Topic 3: Retail Execution	- Store visits and field execution processes - In-store task management and compliance tracking
Topic 4: Order Capture and Trade Promotion	- Order taking processes in Consumer Goods Cloud - Trade promotion management basics
Topic 5: Reporting and Analytics	- KPIs and retail execution metrics - Dashboards and performance tracking
Topic 6: Mobile and Offline Capabilities	- Offline synchronization and data handling - Mobile app usage for field reps

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Salesforce Consumer Goods Cloud Accredited Professional Sample Questions (Q48-Q53):

NEW QUESTION # 48

Which of the following have promotions associated with them using the Consumer Goods Cloud Data Model?

- A. Promotion Product, Promotion Channel, Retail Store KPI, and Retail Visit KPI (Promotion Product, Promotion Product Categories, Promotion Channel)
- B. Promotion Product, Retail Store KPI, Delivery Task and in Store Location
- C. Promotion Channel, Retail Visit KPI, Assessment Task Definition and in Store Location
- D. Promotion Channel, Retail Store KPI, Retail Visit KPI and Delivery Task

Answer: A

Explanation:

Promotion Product, Promotion Channel, Retail Store KPI, and Retail Visit KPI are four objects that have promotions associated with them using the Consumer Goods Cloud Data Model. These objects help users to define, execute, and measure promotions in retail stores. They are:

Promotion Product, which represents a product that is part of a promotion.

Promotion Channel, which represents a channel or segment where a promotion is applicable.

Retail Store KPI, which represents a key performance indicator that measures how well a retail store is performing against a specific promotion goal or target.

Retail Visit KPI, which represents a key performance indicator that measures how well a field rep executed a promotion during a store visit. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 30-31.

NEW QUESTION # 49

United Telecom's (UT) current architecture has two systems, one which is sales facing (internal) and the other which is external facing (web channels). Currently, the product catalog is maintained separately in both systems. As part of their digital transformation, UT has introduced Communications Cloud.

What approach should a Consultant recommend for maintaining the product catalog during their digital transformation?

- A. Maintain the product catalog in Communications Cloud and periodically synchronize to the web channels automatically.
- B. Maintain the product catalog in Communications Cloud Enterprise Product Catalog and use Digital Commerce APIs to extract the catalog to the web channels.
- C. Manage the product catalog internally using Communications Cloud and use Cart APIs to expose the product catalog to web via OmniOut.
- D. Introduce a new product catalog primary application that will synchronize both Communications Cloud and the web channels when updates occur.

Answer: B

Explanation:

As part of digital transformation, Salesforce strongly recommends consolidating all product definitions into a single Enterprise Product Catalog (EPC) within Communications Cloud. EPC becomes the system of record for all commercial and technical products across channels.

To expose this single catalog to external sales channels, Salesforce provides Digital Commerce APIs, which deliver:

Product discovery

Attribute & configuration rules

Pricing & Promotions

Availability & context-driven offerings

These APIs allow web channels, portals, mobile apps, and external systems to retrieve catalog data in real time without duplicating product definitions. This removes the need for separate catalog maintenance and guarantees consistency across channels.

Option A uses Cart APIs, which only apply once a product is already in the cart. It does not expose catalog discovery.

Option C (periodic sync) is not recommended-Salesforce discourages dual catalogs.

Option D (new catalog system) adds unnecessary complexity.

NEW QUESTION # 50

For flow based tasks, which two statement are correct?

- A. Retail Visit KPIs always need a corresponding Retail Store KPI.
- B. Assessment Task IDs and Visit IDs are passed to the flow in a flow task.
- C. Flow based tasks should never be used for tasks that require a Retail Visit KPI.
- D. Retail Store KPIs are not needed, as long as an Assessment Indicator Definition is available within the flow to create the Retail Visit D KPI.
- E. A Retail Store KPI is always needed and is passed to the flow in the variable Retail Store KPI.

Answer: B,E

Explanation:

These statements ensure that the necessary data, such as KPIs and IDs, are available within the flow for accurately performing and tracking flow-based tasks.

NEW QUESTION # 51

Northern Trail Outfitters (NTO) has a 7-tier product hierarchy that they use to track products in their Enterprise Resource Planning (ERP) platform. Assuming this functionality is available in the Consumer Goods Cloud, what should a consultant at NTO determine which tier of data contains the information required to set up products in Consumer Goods Cloud INTO wishes to measure share-of-shelf?

- **A. Which tier describes stock keeping units (SKL)?**
- B. Which tier has the data you trust most?
- C. What tier has data describing the product with?
- D. There is no need to ask a question choose level 7

Answer: A

Explanation:

A consultant at NTO should determine which tier of data contains the information required to set up products in Consumer Goods Cloud by asking which tier describes stock keeping units (SKU). A SKU is a unique identifier for a product that can be scanned and tracked in inventory systems. SKU is the level of data that is needed to measure share of shelf, which is the percentage of space occupied by a product or brand on a shelf. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 19.

NEW QUESTION # 52

Which two standard capabilities are available when executing a promotion check in the field?

- **A. Viewing which products are included in the protection**
- B. Changing the discounts on the products included in the promotion
- C. Marking the promotion as complete
- D. Changing the promotion planning dates
- **E. Taking a photo of the promotion**

Answer: A,E

Explanation:

A promotion check is a type of action plan task that allows a field rep to verify if a promotion is running correctly at a retail store. When executing a promotion check in the field, two standard capabilities are available: viewing which products are included in the promotion and taking a photo of the promotion. These capabilities help to ensure compliance and capture evidence of promotional execution. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 27-28.

NEW QUESTION # 53

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