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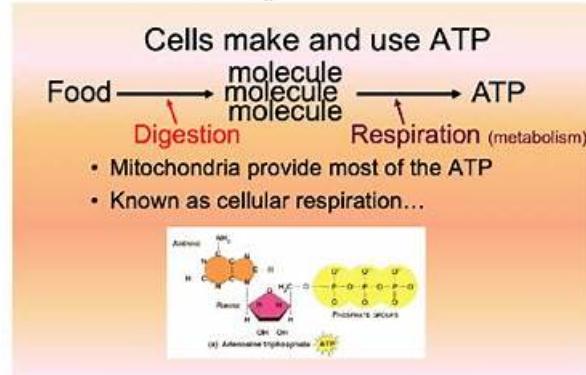
Bio 205 Exam 4 Study Guide

Know Lab Objectives #9 and #10

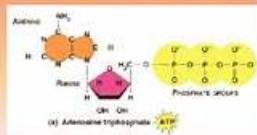
Digestive System

Functions of the digestive system

- Digestion does not produce energy for cells but it does produce molecules that are necessary for cellular energy. Explain this statement.
 - Food is converted to a form that can be used by cells. Cells convert various molecules to available energy.



- Mitochondria provide most of the ATP
- Known as cellular respiration...



- 1) we eat
- 2) digestive system breaks into simple molecules
- 3) cells convert molecule into ATP

- Digestion terms:
 - ATP (adenosine triphosphate), the source of energy for cell activities
 - Ingestion: putting the food/liquid in your mouth
 - Digestion: is the breakdown of large food items into smaller structures and molecules; energy using

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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q60-Q65):

NEW QUESTION # 60

Northern Trail Outfitters (NTO) wants to plan with Consumer Goods Cloud, not only standard products but also bill of materials (BOMs)/shippers. Some of NTO's BOMs can change the quantities of their components during their lifetime.

How should a consultant suggest handling the scenario where the quantity of one component is changing in a BOM?

- A. Add an end date to the BOM product that is the date 1 day before the quantity change, and create a new BOM that is available on the date of quantity change and has the same components in the BOM relation object, but a new quantity for the affected component.
- B. **Update the end date Valid Thru of the BOM relation object record between the BOM and the affected component with the date 1 day before the quantity change, and add a new BOM relation object record with the new quantity and Valid From is the date of quantity change.**
- C. Update the quantity in the affected BOM relation object record between the BOM and the affected component with the new quantity, and update in this record the start date Valid From with the date of quantity change.

Answer: B

Explanation:

In Salesforce Consumer Goods Cloud TPM, Bill of Materials (BOM) or "Shippers" are handled through a relation object (often the Product Bill of Material or similar junction object) that links the parent BOM product to its component products. To maintain historical accuracy for past promotions while accommodating future changes (Slowly Changing Dimensions), you should not simply overwrite the existing record. Instead, the best practice is to "expire" the current relationship by setting the Valid Thru date to the day before the change. Then, create a new BOM relation record with the new quantity and a Valid From date starting on the day of the change. This ensures that calculations for historical promotions use the old quantity, while new promotions use the new quantity.

NEW QUESTION # 61

A beverage company wants to capture marketing activity on the day of the Super Bowl, across the country with all retailer stores and chain of outlets.

How should a consultant recommend using the promotions module?

- A. **Create a mega event specific to an occasion**
- B. Use the promotion customer sets to reach all of the outlets.
- C. Use an existing promotion template created for uplift promotion.

Answer: A

Explanation:

In the Salesforce Consumer Goods Cloud TPM architecture, a Mega Event (often referred to as an "Event" or "Campaign" object in the hierarchy) serves as a high-level container designed specifically for this use case.

When a marketing activity is tied to a specificOccasion-like the Super Bowl, Christmas, or Black Friday- that spans across multiple different retailers, geographies, and accounts, creating individual, disconnected promotions for each customer makes high-level reporting difficult. A Mega Event allows the manufacturer to define the "Super Bowl Campaign" once at the top level.

Individual trade promotions for specific retailers (e.g., a "Super Bowl Promo for Walmart" and a "Super Bowl Promo for Target") are then linked as child objects to this parent Mega Event. This structure provides two critical benefits:

* **Aggregation:** The system can roll up the volume, spend, and profit from all the child promotions into the Mega Event, giving the beverage company a "Total Super Bowl Performance" view instantly.

* **Top-Down Planning:** The headquarters can define the strategic guidelines and total budget for the occasion in the Mega Event, which then guides the Key Account Managers (KAMs) as they execute the specific deals.

Option B (Customer Sets) is a mechanism for grouping stores for a single promotion, but it does not inherently solve the "Occasion" tracking across the entire country and different distinct retail chains as effectively as the Mega Event structure.

NEW QUESTION # 62

Cloud Kicks (CK) has decided to extend its existing Salesforce solution by implementing Consumer Goods Cloud TPM. CK has started a discovery workshop and, due to a multi cloud solution, wants to have specific security requirements to limit users' access to certain customers and products. Customer and product accessibility should be set by selecting specific combinations of elements, and also by using the customer and product hierarchy.

How should a consultant meet these requirements?

- A. Leverage Consumer Goods Cloud TPM's standard security to manage the edit and access rights in the User settings for individual users based on the accounts and product categories for which they are responsible.
- B. Leverage Consumer Goods Cloud TPM's permission sets to give users access to specific Products at category level for all customers or individual customers for which they are responsible.
- C. Leverage Salesforce Platform's standard security, which will derive the access to customer and promotional plans without the need to provide access to an individual customer at the Account and Product category levels.

Answer: A

Explanation:

Security in Consumer Goods Cloud TPM operates on two layers: the standard Salesforce record access (Sharing Rules) and the application-specific TPM User Settings.

For the complex requirement of "selecting specific combinations of elements" (e.g., User A handles 'Beverages' for 'Walmart' but only 'Snacks' for 'Target'), standard Salesforce Sharing Rules are often too blunt or require excessive maintenance. TPM addresses this via User Settings.

In the TPM application configuration, you can define Managed Accounts and Managed Products for each user or user profile. This acts as a filter for the Planning Grid (P&L view). When a Key Account Manager (KAM) logs in, the system checks these User Settings to determine which part of the massive Product x Customer hierarchy to load into their view. This ensures they only see and plan for the specific intersection of Customers and Categories they are responsible for. Option A correctly identifies this mechanism ("User settings") as the standard and intended way to handle this granular, matrix-based responsibility assignment within the TPM module, rather than relying solely on broad Platform security or Permission Sets.

NEW QUESTION # 63

A consultant needs to configure the Volume Only promotions so that the key account manager (KAM) can see the Volume Planning card (VPC).

Where should the consultant configure this to see the VPC?

- A. In the tactic template
- B. In the KPI subset
- C. In the promotion template

Answer: C

Explanation:

The Promotion Template is the master controller for the layout and behavior of a specific type of promotion.

When a business defines different types of promotions-for example, a "Full P&L Promotion" versus a "Volume Only Promotion"-they use different Promotion Templates to tailor the user experience.

For a "Volume Only" promotion, the business might want to hide financial complexity (like ROI or Fixed Funds) but must show the volume data. The visibility of the major UI components (Cards) is toggled directly on the Promotion Template record.

Within the Promotion Template configuration, there are specific checkboxes or settings for:

- * Show VPC (Volume Planning Card): Controls if the volume grid is visible.
- * Show SPC (Spend Planning Card): Controls if the financial grid is visible.

To ensure the KAM can see the VPC, the consultant must navigate to the specific Promotion Template used for "Volume Only" promotions and ensure the VPC visibility setting is enabled. While KPI Subsets (Option B) control which columns appear inside the card, the Promotion Template (Option C) controls whether the card appears at all. Tactic templates (Option A) control the individual tactics (e.g., Display, Flyer) and do not control the high-level promotion page layout.

NEW QUESTION # 64

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 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.
- B. 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.

- C. 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.

Answer: A

Explanation:

To meet the requirement of showing "Promotion Total" values (aggregated scalars like Total ROI, Total Spend, or Total Uplift) rather than a time-series grid, the consultant should utilize the Scorecard component of the Real-Time Reporting (RTR) module.

* Scorecard RTR: This UI component is specifically designed to display single, high-level summary metrics (KPIs) in a card format. It is ideal for "at a glance" impact analysis.

* Configuration: The process involves:

* Flagging the necessary KPIs (e.g., Total Volume, ROI) as "Report Relevant" in the KPI Set configuration so they are exposed to the reporting layer.

* Adding these KPIs to the RTR Configuration JSON.

* Embedding this specific Scorecard component on the Promotion Record Page in Lightning App Builder.

* Why not Flatlist? A Flatlist (Option B) is typically used for tabular, time-phased data (e.g., a grid showing Volume Week 1, Week 2, Week 3). For a "Total Level" summary, a Flatlist is the wrong visualization tool.

NEW QUESTION # 65

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