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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q21-Q26):

NEW QUESTION # 21

A client asks a consultant what will be the total value of Baseline key performance indicator (KPI) for Product A in a promotion that

is valid from December 1 through December 15. The client and consultant are aware of what was sent from the external system that manages baselines and sends it to the Consumer Goods Cloud application. They observe that all weeks for the year where the promotion was created had a baseline of 70 for Product A. The consultant knows the application follows standard calendar weeks and there is no weekday share profile configured.

What is the total value of the baseline for the promotion period?

- A. 0
- **B. 1**
- C. 2

Answer: B

Explanation:

This question tests the understanding of Time Aggregation and Day Weighting logic within the TPM calculation engine.

Here are the variables:

* Promotion Duration: December 1 to December 15 = 15 Days.

* Baseline Input: 70 units per week.

* Weekday Share Profile: None configured.

In Consumer Goods Cloud TPM, if no specific "Weekday Share Profile" (or "Day Weighting") is applied, the system defaults to a linear, even distribution of volume across the week.

* Calculate Daily Average: A standard week has 7 days. If the weekly baseline is 70, the daily baseline is $70 / 7 = 10$ units per day.

* Calculate Promotion Total: The promotion runs for 15 days.

* Calculation: $15 \text{ days} \times 10 \text{ units/day} = 150 \text{ units}$.

If the system had used a specific profile (e.g., "High Weekend Sales"), the math would differ based on how many Saturdays/Sundays fell within the Dec 1-15 window. However, with "no weekday share profile," the linear calculation applies.

Option B (140) would imply exactly two weeks (14 days), but the period is 15 days.

Option A (100) is incorrect. Thus, 150 is the correct calculated baseline volume.

NEW QUESTION # 22

A consumer goods manufacturer wants to track spending against trade promotion tactics, but does not want to manage the creation of fund records or the financial transactions between funds.

What should a consultant advise?

- A. The Funds module is optional in TPM so does not need to be implemented. Actual spend can still be compared to that defined in the Spend Planning card (SPC), but not against the initial or subsequent transactions used to define the available value of funds. The system will not be able to prevent overspending.
- B. Tracking spend requires implementation of the Fund Management module. Initial fund values can be loaded as initial transactions by data loading into the appropriate fund records. Subsequent transactions do not need to be managed in the system. The system can prevent overspending but only in relation to the initial loaded values as subsequent transactions will not be held within the system.
- **C. The Funds module is optional in TPM so does not need to be implemented.**
Create a single fund per sales org with an initial value representing the total amount in the fund at sales org level to act as a dummy fund record so that Spend Tracking can be used.
The system can prevent overspending but only in relation to the initial loaded values as subsequent transactions will not be held within the system.

Answer: C

Explanation:

In Salesforce Consumer Goods Cloud, the Funds Management module is indeed technically optional, but it is deeply integrated into the Tactic Spend calculation logic. The system's calculation engine typically requires a

"Source" to attribute spend against, even if the user does not want to do complex checkbook management (deposits, withdrawals, transfers).

Option A describes the standard workaround for this "Lightweight Funds" requirement.

* The Dummy Fund: By creating a single, high-level fund for the Sales Org, you provide the necessary technical anchor for the system to record "Spend." This satisfies the data model requirement that every tactic spend must be associated with a funding source.

* Spend Tracking: This setup allows the manufacturer to see "Total Planned Spend" accumulating against this dummy bucket.

* Limitations: Since the client refuses to manage transactions (adding money to the fund), the system can only check overspending against the initial loaded value. It cannot support dynamic accruals or complex validations, but it fulfills the core requirement of "tracking spend" without the operational overhead of full fund management.

NEW QUESTION # 23

A key account manager (KAM) at Cloud Kicks wants to set up Customer Business Plans (CBPs) for a Planning Customer. The KAM wants to create a CBP for next year.

How should a consultant advise the KAM to set up the CBP?

- A. By specifying the Business Year
- B. By specifying the Date From and Date Thru
- C. By defining the Date From and number of month

Answer: A

Explanation:

Customer Business Plans (CBPs) in Consumer Goods Cloud are the high-level containers used for annual volume and financial planning. Unlike specific promotions which have granular start and end dates (e.g., "Jan 1st to Jan 14th"), a Customer Business Plan is structurally designed to cover a standard fiscal or calendar year. The recommended and standard best practice for setting up a CBP is to link it to a Business Year. When configuring the system, the administrator defines the Calendar and Business Years (e.g., 2024, 2025) in the master data. When a Key Account Manager (KAM) creates a new plan, they select the specific Year from a dropdown menu rather than manually entering a "Date From" and "Date Thru." This approach ensures data integrity and alignment with the corporate fiscal calendar. By selecting "Business Year: 2025," the system automatically understands the exact start and end dates based on the master calendar configuration (which might be Jan 1-Dec 31, or a fiscal offset like Oct 1-Sept 30). This prevents user error, such as a KAM accidentally creating a plan that runs for 13 months or starts on the wrong day of the week. It also facilitates "Year-over-Year" reporting, as the system can easily compare "CBP 2024" vs. "CBP 2025" because they are strictly defined by the Business Year object, ensuring that targets and baselines are aggregated into the correct annual buckets.

NEW QUESTION # 24

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?

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

Answer: B

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 # 25

Northern Trail Outfitters needs to complete analysis on promotion metrics to ensure the success of the promotions currently being run.

What should a consultant do to get an accurate, immediate view of promotions?

- A. Export promotion data directly from the Promotion object.
- B. Utilize a third-party AppExchange tool to run analysis.
- C. Create real-time reporting (RTR) and add dimensions.

Answer: C

NEW QUESTION # 26

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