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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q40-Q45):

NEW QUESTION # 40
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 aside for a specific retailer to 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 anchored only to 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 # 41

The key account managers (KAMs) at Universal Containers use, in their promotion planning process, the promotion scenario planning to achieve the best setup for the promotion.
How should a consultant configure the Adjustment key performance indicators (KPIs) that the KAMs want to use? 3

- A. Assign Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as Adjustment KPIs on the Details page of the promotion template.
- B. Add Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as PromotionScenarios subset to the KPI set, which is assigned to the promotion template. 4
- C. Add Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as Adjustment subset to the KPI set, which is assigned to the promotion template.

Answer: B

Explanation:
Scenario Planning in TPM allows Key Account Managers to create "What-If" versions of a promotion (e.g.,
"What if I increase the discount to 15%?") without affecting the live plan. To facilitate this, the user interface needs to know specifically which KPIs are relevant for these experimental adjustments.
In the TPM configuration,KPI Subsetsare used to group KPIs for specific UI contexts (e.g., the Volume Card, the Spend Card).
For Scenario Planning, there is a specialized subset purpose, often referenced as the PromotionScenariossubset (or similarly named configuration hook depending on the specific release version, but conceptually the "Scenario" subset).
By adding the "Adjustment KPIs" (the specific metrics where users input their simulation data, likeSimulated Lift %) to this specific subset in theKPI Set, the consultant ensures that when a KAM enters "Scenario Mode," these specific fields appear and are editable. This segregates the scenario inputs from the standard operational data, allowing the calculation engine to compute the "Scenario Result" separately from the
"Active Plan Result" for comparison.

NEW QUESTION # 42

A system administrator at Northern Trail Outfitters onboarded some new customers in the TPM org and created a new key performance indicator (KPI) set to do scenario planning for newly added customers. The system administrator configured the new KPI set in the promotion template and created new promotions using the same template. The system administrator also created new fields on the promotion and KPI maps to link the field on promotion with the KPIs stored in Consumer Goods Cloud Processing Service.
For which objects should the system administrator run Ad-Hoc Sync to see the scenario planning results immediately?

- A. KPI Map, Promotion Template, Customer Extension
- B. Account, Promotion Template, Customer Extension
- C. KPI Map, Promotion Template, Promotion

Answer: C

Explanation:

The Ad-Hoc Sync feature in Consumer Goods Cloud is a critical administrative tool used to push metadata and configuration changes to the Processing Service immediately, bypassing the standard nightly batch windows. This is essential during setup or debugging (like scenario planning configuration) to verify results instantly.

To determine which objects need syncing, analyze what was changed:

* New Fields & Linking: The admin created fields and updated the KPI Map. The KPI Map tells the engine how to read/write data from Salesforce fields into the calculation grid. If this isn't synced, the engine won't know the new fields exist.

* Configuration: The Promotion Template was modified to include the new KPI Set. The template is the blueprint; the engine needs this new blueprint to know which KPIs to display and calculate.

* Transactional Data: Promotions were created using this template. For the scenario planning to work on these specific records, the promotion instances themselves must be recognized by the processing layer.

While "Customer Extension" (Option B/C) is important for account-level attributes, the scenario specifically highlights changes to the KPI definition, Template structure, and the Promotions themselves. Therefore, the set

{KPI Map, Promotion Template, Promotion} represents the specific metadata chain that must be refreshed for the calculation engine to correctly process the new scenario planning logic.

NEW QUESTION # 43

Universal Containers (UC) wishes to produce a dashboard displaying basic up-to-date information regarding funds, promotions, and claims. UC wants to enable end users to modify the graphics within the report.

Which solution should a consultant recommend to meet this requirement?

- **A. Salesforce Lightning Reports & Dashboards**
- B. CRM Analytics Dashboards
- C. TPM Real-Time-Reports (RTR)

Answer: A

Explanation:

This question requires selecting the appropriate reporting tool based on two constraints: "basic up-to-date information" and "end users ability to modify graphics."

* Salesforce Lightning Reports & Dashboards (Option A): This is the standard, native Salesforce reporting tool. It is "live" (up-to-date) as it queries the database directly. Crucially, it is designed for self- service. A standard user (with appropriate permissions) can easily "Clone" a dashboard, change a bar chart to a donut chart, or adjust filters without needing developer skills or complex JSON configuration.

This fits the requirement for end-users modifying graphics perfectly.

* TPM Real-Time-Reports (RTR) (Option B): While RTR provides specific, high-speed P&L views for TPM, its visualization capabilities are often more rigid or technically configured (via JSON or admin setup) compared to the drag-and-drop simplicity of Lightning Dashboards. It is designed more for the

"Grid" view of a specific promotion rather than a general "Funds and Claims" dashboard.

* CRM Analytics (Option C): This is a powerful, enterprise-grade intelligence platform (formerly Einstein Analytics). While it offers superior visualization, it is generally considered a "heavy" solution.

Modifying dashboards in CRMA often requires a specialized license and a higher skill set (understanding datasets, lenses, and SAQL) than the "basic" modification requested for end users. It is typically used for deep data mining, not basic operational dashboards.

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

Answer: B

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 template6.

NEW QUESTION # 45
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