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Salesforce AP-205 Web-Based Practice Test

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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q16-Q21):

NEW QUESTION # 16

A client has asked that the discount key performance indicator (KPI) is manually provided by the key account manager (KAM). The discount KPI should only be editable at the total level for the tactic/product hierarchy and should not be editable on a weekly level.

How should a consultant design this discount KPI?

- A. Set the Edit mode of the discount KPI as Total.
- B. Set the Edit mode of the discount KPI as All.
- C. Set the Editable storage level of the discount KPI as Tactic.

Answer: A

Explanation:

In Salesforce Consumer Goods Cloud TPM, the behavior of Key Performance Indicators (KPIs) within the planning grid is governed by the KPI Definition, specifically the Edit Mode property. This property dictates where and how a user can input data. The requirement here is specific: the Key Account Manager (KAM) must provide a manual input (Writeback) for the discount, but this input is restricted to the Total column (the aggregate for the promotion duration) and must not be allowed in the weekly/periodic columns.

* Edit Mode: Total (Option B): This is the correct configuration. When set to "Total," the cell in the Total column becomes editable. When the KAM enters a value (e.g., \$10,000), the calculation engine automatically distributes (disaggregates) this amount across the weeks and products based on a defined reference profile (like Baseline Volume). The individual weekly cells remain read-only or are overwritten by the distribution logic, preventing the user from manually "tweaking" specific weeks which could break the distribution logic.

* Edit Mode: All (Option A): This would allow editing in both the Total column and the individual weekly cells, violating the requirement.

* Editable Storage Level (Option C): This defines where the data is saved in the database (e.g., at the Tactic level vs. Product level), but it does not control the UI behavior of locking the weekly columns while allowing the Total column to be edited.

NEW QUESTION # 17

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

Answer: A

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 template.

NEW QUESTION # 18

Which set of promotion related characteristics will impact the scalability and performance of a promotion calculation within Salesforce TPM according to best practice?

- A. Number of products in a promotion; Number of tactics within a promotion; Number of custom calendar periods defined for the business year; Amount of supportive TPM data in Cloud Processing Services
- B. Number of planning accounts within a sales org; Number of products in the promotion account's product assortment; Number of key performance indicator (KPI) sets within the sales org; Number of tactics within the system
- C. Number of products in a promotion; Number of tactics within a promotion; Duration of a promotion; Number of read, writeback, and calculated key performance indicators (KPIs)

Answer: C

Explanation:

In Salesforce Consumer Goods Cloud Trade Promotion Management (TPM), performance and scalability are fundamentally determined by the size of the "calculation grid" generated by the Processing Services engine.

When a user opens or saves a promotion, the system must compute values for a specific intersection of data points. The complexity of this calculation is not determined by static org-level data (like the total number of accounts in the entire system), but rather by the specific dimensions involved in that single promotion's context.

The formula for this complexity is effectively a Cartesian product of the following four critical dimensions:

* Number of Products: Each product included in the promotion adds a row to the calculation grid. A promotion with 5 products is simple; a promotion with 5,000 products requires significantly more processing power.

* Number of Tactics: Tactics (e.g., Display, Flyer, Price Cut) multiply the data points. If a promotion has 5 products and 3 tactics, the engine calculates metrics for every product-tactic combination.

* Duration of the Promotion: The time dimension is critical. A promotion lasting 1 week requires fewer calculation "buckets" than a promotion lasting 52 weeks. The engine must calculate volumes and spend for every period within the duration.

* Number of KPIs: Finally, the number of Key Performance Indicators (KPIs) defined in the KPI Set determines how many distinct values (Volume, Spend, ROI, Margins) must be computed, read, or written back for every single cell defined by the Product/Tactic/Time intersection.

Therefore, Option C correctly identifies the four specific levers—Products, Tactics, Duration, and KPIs—that directly dictate the memory usage and calculation time for any given promotion event.

NEW QUESTION # 19

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: C

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 # 20

A large scale consumer packaged goods (CPG) company would like to roll out a CRM transformation, including Consumer Goods Cloud TPM. The company is still deciding how to manage the release and rollout of the solution.

Which considerations should the company factor in?

- A. User personas, business milestones, service level agreements, change management
- B. User personas, business units, business milestones, change management
- C. User personas, business units, survey results, change management

Answer: B

Explanation:

A successful digital transformation, especially one as complex as Trade Promotion Management, relies on a

"People, Process, Technology" framework. Option A covers the critical dimensions required for a rollout strategy:

* User Personas: You must understand who is using the system (KAMs, Finance, Claims Analysts). A rollout might start with just the KAMs before adding Finance users.

* Business Units: Large CPGs often have different divisions (e.g., Snacks vs. Beverages) with different rules. You might roll out by Business Unit to manage risk.

* Business Milestones: You cannot roll out a new planning system in the middle of "Planning Season." The rollout must align with the fiscal calendar and critical business events.

* Change Management: TPM changes how people work (financial discipline, data entry). Without a change management strategy, adoption will fail.

Option B (Survey results) and Option C (SLAs) are tactical details, whereas Option A represents the strategic pillars of a rollout plan.

NEW QUESTION # 21

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