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AP-205

**Consumer Goods Cloud: Trade Promotion Management
Accredited Professional**



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Product Version

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Latest Version: 8.0

Question: 1

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.

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Question: 2

Cloud Kicks (CK) has implemented Consumer Goods Cloud TPM and its administrator has uploaded Customer Business Plans (CBPs) in January for the current year (CY) and the next year (NY) for each Planning Customer Category combination. As some of CK's key account managers (KAMs) are responsible for all categories within a Planning Customer, the company would like to change the setup to have just one CBP by Planning Customer.

Which information should a consultant share with CK?

- A. The CBPs for the CY cannot be deleted, but CBPs for the NY can be deleted.
- B. None of the CBPs, which were created for the CY and NY can be deleted.
- C. The CBPs for the CY and NY can be deleted and set up as needed.

Answer: C

Explanation:

Customer Business Plans (CBPs) in Consumer Goods Cloud are records that establish the targets and planning data for a specific customer and year. If the granularity of the planning needs to change (e.g., from "Planning Customer + Category" to just "Planning Customer"), the existing CBP records can be deleted provided they are not locked by active workflows or other restrictive dependencies that strictly prevent deletion. Deleting the incorrect CBPs allows the administrator to re-upload or re-create the plans at the correct level of granularity (Planning Customer level) for both the Current Year and Next Year to meet the new business requirement.

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Question: 3

What is the recommended way to create fixed funds in Consumer Goods Cloud TPM?

- A. Create fund templates only for complex funds; otherwise, create fixed funds without utilizing templates.
- B. Create a fund template first, and then use the template to create funds.
- C. Skip the optional fund template creation step, and directly input fixed funds.

Answer: B

Explanation:

In Consumer Goods Cloud TPM, Templates are the foundational architectural element for creating executable records, including Funds, Promotions, and Tactics. You cannot create a valid Fund record without it being based on a Fund Template. The template defines the rules, anchors (e.g., Customer, Org), and characteristics of the fund. Therefore, the recommended and mandatory workflow is to configure the Fund Template first, and then instantiate the specific Fixed Funds using that template.

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Question: 4

Northern Trail Outfitters (NTO) is interested in a technology that provides its key account managers (KAMs) with the ability to manage a promotional calendar and create customer volume forecasts.

Which application should NTO primarily leverage for this capability?

- A. Trade Promotion Management applications, designed to capture and analyze customer-specific data to create accurate forecasts
- B. Customer Business Planning, focused on tracking customer relationships and volume forecasts
- C. Trade Promotion Optimization, using machine learning algorithms and data modeling tools for in-depth promotional analysis

Answer: A

Explanation:

Trade Promotion Management (TPM) is the specific application module designed to handle the promotional calendar, trade spend, and the creation of volume forecasts (baseline and uplift). While Customer Business Planning (CBP) deals with the macro relationship and annual targets, and Trade Promotion Optimization (TPO) focuses on AI/ML optimization of those plans, the core requirement of "managing a promotional calendar" and "creating customer volume forecasts" describes the fundamental capabilities of the TPM application.

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Question: 5

A manufacturer of health food snacks wants to better plan, manage, visualize, and monitor compliance with its trade promotions and use of offline capabilities. Which Salesforce solutions form the basis for a consultant developing an agenda and content for running discovery workshops with a potential client?

- A. Retail Execution, Marketing Cloud, Trade Promotion Management
- B. Trade Promotion Management, Field Service, Retail Execution
- C. CRM Analytics, Retail Execution, Trade Promotion Management

Answer: B

Explanation:

To address the client's needs comprehensively:

Plan and Manage Trade Promotions: This is covered by Trade Promotion Management (TPM).

Monitor Compliance and Offline Capabilities: This is the core function of Retail Execution (RE), which allows field reps to check compliance (audits) in stores.

Field Service: In the Salesforce Consumer Goods Cloud architecture, Field Service (specifically the dispatcher and scheduling engines) often serves as the backend infrastructure that powers the Retail Execution visits, routing, and mobile offline capabilities.

Therefore, the combination of TPM (Planning), Field Service (Routing/Scheduling infrastructure), and Retail Execution (Compliance/Offline execution) is the correct solution set.

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