



Free Salesforce AP-204 Practice Questions

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Question 1

Question Type: MultipleChoice

Which three standard components are available for Assessment Task record pages when configuring Consumer Goods Cloud app screens?

Options:

- A- In Store Products
- B- Promotion List
- C- Promotion Details
- D- Cart Review
- E- Inventory Check

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Answer:

B, C, E

Explanation:

These components provide comprehensive information about promotions and inventory, vital for effective retail execution.

Question 2

Question Type: MultipleChoice

ABC Telecom wishes to offer certain offers to retain its outgoing customers. They would like to give pricing adjustments across the catalog. They also want their agents to have the ability to give runtime adjustments and wish to have the approval process defined around the same.

Which feature should the Consultant suggest to address the above requirements?

Options:

- A- Promotions
- B- Adjustments using Context rules
- C- Customizations using CPQ Hooks
- D- Discounts

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Answer:

D

Explanation:

In Salesforce Industries (formerly Vlocity) environments---especially relevant for Telecom, Media, and Energy---scenarios involving runtime price changes, agent-driven adjustments, and approval workflows are handled through Discounts, not Promotions or Context Rules. Discounts are specifically designed to allow flexible, rule-driven, and approval-controlled adjustments across the catalog, making them ideal when a company wants to equip call-center or retention agents with the ability to negotiate offers with outgoing customers.

Salesforce's public guidance explains that Discounts support both manual and automated application methods. Administrators can enable runtime/manual discounts, specify discount types (percentage or fixed amount), and attach approval rules via the Industries Pricing Compliance framework. These can be targeted across the entire product catalog, specific product hierarchies, or only selected offers. This aligns perfectly with ABC Telecom's requirement to apply pricing adjustments across the catalog and allow agents to make on-the-spot price changes.

While Promotions are useful for predefined marketing offers, they do not support agent-driven runtime flexibility. Context Rules automate pricing logic but do not provide agent-level manual control. CPQ Hooks require custom development and are not intended for business-driven discounting workflows.

Therefore, Discounts are the recommended and Salesforce-aligned feature for agent-controlled runtime adjustments, catalog-wide applicability, and approval process integration, exactly matching the needs of a telecom retention team.

Question 3

Question Type: MultipleChoice

Which Lightning component can an admin add to a Consumer Goods assessment task record page?

Options:

- A- In-Store Products Check
- B- Inventory Check
- C- Planogram Check

D- Promotion Check

Answer:

B

Explanation:

https://help.salesforce.com/s/articleView?id=sf.retail_task_admin_create_assessment_task_record_page.htm&type=5

Inventory Check is a Lightning component that can be added to a Consumer Goods assessment task record page by an admin. An assessment task is a type of action plan task that allows users to collect data and perform actions related to a retail store. An inventory check is a type of assessment task that allows users to verify the availability and quantity of products in a store. The Inventory Check component displays the products that are associated with the store and allows users to search, scan, and update the product information. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 40.

Question 4

Question Type: MultipleChoice

ABC Telecom offers advanced B2B connectivity products to companies with multiple service accounts, hundreds of quotes, and an average of 1,000 line items per quote.

Which application suite supports this scenario?

Options:

- A- Enterprise Sales Management
- B- Advertising Sales Management
- C- Mobile Subscription Management
- D- Subscriber Lifecycle Management

Answer:

A

Explanation:

In Salesforce Industries (formerly Vlocity), large-scale B2B quoting scenarios---especially those involving multiple service accounts, hundreds of simultaneous quotes, and high-volume line-item configurations---are supported by the Enterprise Sales Management (ESM) application suite. Public Salesforce Industries resources describe ESM as the solution specifically engineered for complex B2B sales cycles, high-volume quoting, and enterprise-level product configuration.

ESM extends the functionality of Industries CPQ to support "high-line-item quoting environments," allowing sales teams to manage thousands of products, hierarchical product bundles, account-specific pricing, and approval workflows. It is optimized for organizations selling advanced connectivity solutions, WAN, MPLS, SD-WAN, Dedicated Internet, and other enterprise-grade telecom services---exactly the type of offerings ABC Telecom delivers.

Salesforce's public feature descriptions highlight that ESM supports:

Large quoting volumes (hundreds of quotes per customer)

Complex commercial hierarchies (B2B enterprise accounts with multiple service locations)

Scalable CPQ performance for 1,000+ line items

Enterprise contract, pricing, and proposal workflows

Multi-site, multi-service configuration

Other choices do not fit:

Advertising Sales Management focuses on media/advertising inventory buys.

Mobile Subscription Management is for B2C mobile postpaid/prepaid subscriptions.

Subscriber Lifecycle Management manages consumer subscriber journeys, not enterprise B2B quoting.

Thus, for ABC Telecom's enterprise customer scenario with large, complex quotes, Enterprise Sales Management is the correct and Salesforce-aligned solution.

Question 5

Question Type: MultipleChoice

Which statement is correct about Consumer Goods- Einstein Visit Recommendations?

Options:

A- Visit Recommendations are automatically generated by recent case activities

B- Visit Recommendations automatically take into consideration already created visits for the store

- C- Visit Recommendations rules consider the store operating hours
- D- Visit Recommendations can be created using the Next Best Action Strategy

Answer:

C

Explanation:

Einstein Visit Recommendations take into account factors like store operating hours to ensure that suggested visits are feasible and practical.



Question 6

Question Type: MultipleChoice

Universal Containers (UC) is rolling out a new offer, which must be fulfilled using Industries Order Management. During fulfillment, the orchestration must integrate with the provisioning system, which accepts a different payload for activation and deactivation of the service.

What is the recommended approach for designing the orchestration while minimizing unnecessary configurations?

Options:

- A- Create two Orchestration Plan Definitions, one having the Activation Orchestration item and the other with Deactivation Orchestration item. Configure scenarios to map Activation to Add action and Deactivation to Delete action.
- B- Create two Orchestration Plan Definitions, one having the Activation Orchestration item and the other with Deactivation Orchestration item. Set conditions on Orchestration items based on product action.
- C- Create two Orchestration Plan Definitions, one having the Activation Orchestration item and the other with the Deactivation Orchestration item. Configure one scenario to map Activation to Add action and Deactivation to Disconnect action.
- D- Create one Orchestration Plan Definition with two Orchestration item definitions having mutually exclusive conditions on the product action. Configure Scenario to include both Add and Disconnect actions.

Answer:

D

Explanation:

Salesforce best practice for Order Management is:

Use a single Orchestration Plan Definition when the overall fulfillment flow is the same,
but

Use conditional Orchestration Items to handle differences (e.g., activation vs. deactivation).

In this case, the provisioning system needs different payloads for activation and deactivation, but the product is the same. Designing two separate orchestration plan definitions creates duplication, maintenance overhead, and inconsistent lifecycle behavior.

Instead:

Use one Orchestration Plan Definition.

Include two Orchestration Item Definitions, one for Activation and one for Deactivation.

Apply mutually exclusive conditions using Product Action = Add (activation) or Disconnect (deactivation).

Map both actions in one Scenario.

This achieves minimal configuration and full flexibility.

Question 7

Question Type: MultipleChoice

Which option can be performed by using salesforce Maps with Consumer Goods Cloud?

Options:

- A- Update with Google Maps Static API on a single address
- B- Create layers of Retail Stores
- C- Optimize visit sequence in real time automatically during a Field Rep's Day
- D- View map images on mobile devices even when GPS is not enabled

Answer:

C

Explanation:

Salesforce Maps integrated with Consumer Goods Cloud allows the creation of layers of Retail Stores, aiding in geographical and spatial analysis for field operations.

Question 8

Question Type: MultipleChoice

Which step is required to link an Action Plan to a Visit record?

Options:

- A- Create an Action Plan based on the template where the template owners are the Sales Reps.
- B- Create an Action Plan Template by specifying Visit' as the target object and publish it.
- C- Activate the Visit to generate Action Plan Tasks.
- D- Activate the Action Plan.

Answer:

B

Explanation:

To link an Action Plan to a Visit record, the first step is to create an Action Plan Template by specifying Visit' as the target object and publish it. An Action Plan Template is a template that defines the tasks and steps for an action plan. An action plan is a set of tasks that need to be completed for a specific purpose or goal. A visit is an object that represents a scheduled or unscheduled interaction between a field rep and a retail store. By specifying Visit as the target object, the Action Plan Template can be linked to any visit record that matches the criteria defined in the template. By publishing the template, the Action Plan Template becomes available for use. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 25.

Question 9

Question Type: MultipleChoice

Which three dashboards are natively available with Tableau CRM for Consumer Goods Cloud?

Options:

- A- Category Insights
- B- Inventory Performance
- C- Sales Rep Performance
- D- Store Insights
- E- Product Performance

Answer:

A, C, D

Explanation:

These dashboards provide comprehensive insights into various aspects of consumer goods operations, from category performance to individual sales rep and store analyses.

Question 10

Question Type: MultipleChoice

Which User persona manages day-to-day Retail Execution processes such as creating visits, creating tasks, and assigning visits to Field Representatives?

Options:

- A- Category Manager
- B- Divisional Manager
- C- Sales Manager
- D- Store Manager

Answer:

C

Explanation:

A Sales Manager is the user persona that manages day-to-day Retail Execution processes such as creating visits, creating tasks, and assigning visits to Field Representatives. A Sales Manager is responsible for planning and overseeing the retail activities of a team of field reps, as well as analyzing and reporting on the performance and compliance of the retail stores in their territory. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 18.



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