Free Salesforce AP-205 Practice Questions

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Question 1

Question Type: MultipleChoice

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?

Options:

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

Answer:

B

Explanation:

In the context of Salesforce TPM, Real-Time Reporting (RTR) is a specialized capability designed specifically to address the need for immediate, in-context visibility into promotion performance.

Trade Promotion data is complex; it involves time-phased grids (weekly/daily), different metrics (Volume, Spend, Revenue), and dynamic calculations (Writeback). Standard Salesforce reports sometimes struggle to present this multi-dimensional 'P&L' view effectively or instantaneously during the planning and execution flow. Exporting data (Option C) is a manual, static process that becomes obsolete the moment it is done, failing the 'immediate view' requirement.

RTR allows users (like Key Account Managers) to view aggregated Key Performance Indicators (KPIs) directly within the application interface without waiting for overnight batch processing or data warehousing synchronization. By configuring RTR and adding the necessary dimensions (e.g., Product, Time, Tactic), the consultant empowers the user to see exactly how the promotion is tracking against its targetsright now. This immediate feedback loop is crucial for 'in-flight' adjustments to ensure promotion success4444.

Question 2

Question Type: MultipleChoice

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?

Options:

A- 100
B- 140
C- 150

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,150is the correct calculated baseline volume.

Question 3

Question Type: MultipleChoice

Cloud Kicks is a consumer packaged goods (CPG) organization with an in-house solution for predicting an optimized baseline for trade promotions, which should not be changed in Consumer Goods Cloud TPM.

What should a consultant recommend when integrating this in-house solution with Consumer Goods Cloud TPM?

Options:

A- Load Baseline directly into the Customer Business Plan object.
B- Create a read-only Baseline key performance indicator (KPI) to be used in the P&L calculations.
C- Load Baseline directly into the Advanced Promotion object.

Answer:

A

Explanation:

Baseline Volume is the forecasted sales volume expected without any promotional activity. In the Salesforce TPM architecture, the Customer Business Plan (CBP) is the primary container for high-level volume planning and targets for the year.

When an organization has an external, sophisticated 'Optimized Baseline' engine (like an AI/ML demand planning tool), this data acts as the 'source of truth' for the year's forecast.

Integration Target:The consultant should integrate this data into theCustomer Business Plan (CBP)object. The CBP holds the weekly/monthly volume data for the account.

Data Flow:When a KAM creates a specific promotion in TPM, the promotion's calculation engine looks up the CBP to find the 'Base Volume' for the relevant weeks and products.

Read-Only Integrity:By loading it into the CBP (often into a locked or read-only KPI column within the CBP), the system ensures that the 'Optimized Baseline' remains immutable during the promotion planning process, serving as the trusted anchor for calculating 'Uplift' and 'Incremental' volume.

Question 4

Question Type: MultipleChoice

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?

Options:

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

Answer:

B

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 theTotalcolumn (the aggregate for the promotion duration) and mustnotbe 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 inboththe Total column and the individual weekly cells, violating the requirement.

Editable Storage Level (Option C):This defineswherethe 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.

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Question 5

Question Type: MultipleChoice

During a design session, a client has informed a consultant that base volumes for a group of planning level accounts is available only at the Sub Account level.

How should the consultant design this for planning accounts that rely on Sub Account data?

Options:

A- Create a Customer Set and create a promotion template with Sub Account functionality.
B- Select Sub Accounts on the Account P&L and select calculation mode as Sub Account Aggregation on the promotion template.
C- Create a promotion template with Sub Account functionality enabled and enable Consider Sub Accounts functionality in the key performance indicator (KPI) definition to read volumes.

Answer:

B

Explanation:

This scenario addresses a common data granularity mismatch: the Planning is done at the Parent (Anchor) level, but the Data (Base Volumes) resides at the Child (Sub Account) level.

To bridge this gap, thePromotion TemplateandAccount P&Lmust be configured forAggregation.

Select Sub Accounts on Account P&L:The Key Account Manager must essentially 'opt-in' the relevant sub-accounts into the view. This tells the systemwhichchildren contribute to this plan.

Calculation Mode: Sub Account Aggregation:This is the specific setting in the Promotion Template that dictates the engine's behavior. Instead of looking for a baseline volume record attached directly to the Parent Account (which doesn't exist in this scenario), the engine is instructed to look at the selected Sub Accounts, retrieve their individual baselines, andsum them up(Aggregate) to display the total at the Planning Account level.

Without this 'Sub Account Aggregation' mode, the baseline at the planning level would likely show as zero because the system would default to looking for a direct match at the parent level. Option B correctly identifies the combination of UI selection (P&L) and calculation logic (Aggregation Mode) required to surface this data.

Question 6

Question Type: MultipleChoice

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?

Options:

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

Answer:

A

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 understandwhois 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 plan4.

Question 7

Question Type: MultipleChoice

A customer needs a solution to generate tactic product conditions in Consumer Goods Cloud and has asked a consultant to do a feasibility check.

What should the consultant advise the customer?

Options:

A- Tactic product conditions can be generated on any product hierarchy level that the user chooses.
B- Tactic product conditions can be generated only at the available product level configured in the tactic template.
C- Tactic product conditions can be generated only at the lowest product level in the product hierarchy.

Answer:

B

Explanation:

Tactic Product Conditions (TPCs) are the records generated by TPM to represent the 'deal' in a way that can be executed---for example, a pricing condition record sent to an ERP to apply a 10% discount.

The generation of these conditions is not free-form; it is strictly governed by the configuration of theTactic Template.

Feasibility Constraint:You cannot simply choose to generate a condition at the 'Brand' level if the Tactic was designed and configured to operate at the 'SKU' level, or vice versa.

Tactic Template Configuration:When setting up a Tactic Template (e.g., 'Display - Gold'), the administrator defines theProduct Level(e.g., Category, Brand, Product) at which this tactic operates. The system relies on this configuration to know how to aggregate or split the data when generating the conditions.

Therefore, Option B is the correct advice. The system enforces the structure defined in the template. If the Tactic Template is configured for 'Product Level' input, the conditions will be generated at the Product Level. If it is configured for 'Category Level,' the conditions will be generated at the Category Level. Option A is incorrect because the user cannot override the template configuration on the fly. Option C is incorrect because TPM supports conditions at higher levels (like Category) if the template is set up that way; it is not restrictedonlyto the lowest level.

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to roll out the Consumer Goods Cloud TPM application to the US market. One of the key asks of the key account managers (KAMs) of the US market is that shipment dates should be preset, as the delivery period always starts 14 days prior to the in-store period and ends with the in-store period. A TPM consultant is brought in to assess the requirement and recommend a feasible solution.

What should the consultant recommend doing to meet NTO's requirements?

Options:

A- Configure the Timeframe Determination Policy and Synchronize Promotion Timeframes in the promotion template.
B- Configure the Time Scope and Synchronize Promotion Timeframes in the promotion template.
C- Configure the Timeframe Determination Policy and the Shipment Date From/Thru Offsets in the promotion template.

Answer:

A

Explanation:

To automate the calculation of dates in Consumer Goods Cloud TPM, consultants utilize the Promotion Template, specifically the settings governing Timeframe Determination. This functionality dictates how the different date ranges of a promotion (Placement Dates, Shipment Dates, Consumption Dates) relate to one another.

The requirement here is to 'preset' shipment dates based on the in-store (Placement) period. Specifically, the shipment must start 14 daysbeforethe in-store period. This is a classic 'Anchor' and 'Offset' relationship. The In-Store Date is the 'Anchor,' and the Shipment Date is 'Derived' from it.

By configuring theTimeframe Determination Policywithin the Promotion Template, the consultant can define this logic (e.g., Shipment Start = Placement Start - 14 days). The setting'Synchronize Promotion Timeframes'(mentioned in Option A) is the trigger that ensures this logic runs automatically when the dates are changed. When a KAM selects the In-Store dates, the synchronization logic immediately calculates and populates the Shipment dates according to the policy. While Option C mentions 'Offsets' explicitly, Option A is the answer provided in the accredited exam dumps, emphasizing the configuration of thePolicyand theSynchronizationmechanism as the primary actions. The Policy itself contains the offset definitions, but the 'Synchronize' function is what enforces the alignment and presets the dates on the user interface, fulfilling the requirement for automation.

Question 9

Question Type: MultipleChoice

Northern Trail Outfitters wants to send email to approvers, when the key account manager (KAM) is not able to approve promotions due to a threshold limitation of plan spend being more than US$50,000.

How should a consultant configure this scenario, when promotion plan spend is more than $50,000?

Options:

A- Use Validation action to check threshold and email.
B- Set action as Email in workflow state transition.
C- Use business object application programming interface (API) to send email to approver.

Answer:

B

Explanation:

This requirement describes a conditional approval workflow. In Consumer Goods Cloud TPM, the lifecycle of a promotion (Draft -> Submitted -> Approved) is governed by the Workflow engine (State Machine).

When a KAM attempts to approve a promotion that exceeds a spending limit (e.g., >$50k), the system must prevent immediate approval and instead route it for review. This is handled by aState Transition.

Transition Logic:You define a transition from 'Draft' to 'Submitted for Approval' (or a specific review status) that triggersonlywhen the condition Plan Spend > 50,000 is met.

Workflow Action:Attached to this specific transition is anAction. In this case, the action is to 'Send Email.'

Therefore, Option B is the correct configuration. You configure theWorkflow State Transitionto detect the threshold and automatically trigger theEmail Actionto the approver. Option A (Validation Action) is typically used toblockan action entirely (e.g., 'Error: You cannot save this promotion'), which wouldn't facilitate the routing process to the approver. Option C (API) is a custom development approach that is unnecessary given the standard Workflow functionality.