Consumer Goods Cloud Real Exam Questions and Answers FREE Consumer-Goods-Cloud-Accredited-Professional Updated on Oct 15, 2023 [Q20-Q44

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NO.20 A company called Alpine is running a 'buy one get one free' (BOGO) promotion for all energy bars and sending out merchandisers to ensure that their retail customers are running it correctly. At what level should Retail Store KPIs be defined for a promotional end cap audit and also to minimize records created?
* At the energy bar product SKU level
* At the Alpine brand catalog level
* At the custom context field level
* At the energy bar product category level.

Retail Store KPIs are key performance indicators that measure how well a retail store is performing against a specific goal or target. For a promotional end cap audit, Retail Store KPIs should be defined at the energy bar product category level, as this would capture all the energy bars that are included in the BOGO promotion and also minimize the number of records created. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 30-31.

NO.21 What actions should a consultant take during setup to ensure Einstein Vision works when deployed to field users?
* Build the model to be used and review its quality prior to deployment to support a positive first experience
* Populate the custom object for Einstein optical character recognition so that the system can have a baseline to perform its AI
* Assign a permission set for users who need to use Einstein to provide access to functionally
* Upload a suppression data set for known competitor products so Einstein can avoid the detection
* Upload a data set for Einstein to leverage for object detection so the system can have a baseline to perform its AI

NO.22 Which three Survey invitations are displayed in the In-Store Survey task during a visit?
* Survey invitations associated with the visit
* All Survey invitations targeted to a contact or user
* All open Survey invitations
* Survey invitations associated with the Retail Store
* Survey invitations associated with the Store Primary Contact

Survey invitations associated with the visit, the Retail Store, and the Store Primary Contact are three survey invitations that are displayed in the In-Store Survey task during a visit. These survey invitations are relevant to the context of the visit and can help users to collect feedback from the store staff or customers. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 27.

NO.23 Which two standard capabilities are available when executing a promotion check in the field?
* Viewing which products are included in the protection
* Marking the promotion as complete
* Taking a photo of the promotion
* Changing the promotion planning dates
* Changing the discounts on the products included in the promotion

A promotion check is a type of action plan task that allows a field rep to verify if a promotion is running correctly at a retail store. When executing a promotion check in the field, two standard capabilities are available: viewing which products are included in the

promotion and taking a photo of the promotion. These capabilities help to ensure compliance and capture evidence of promotional execution. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 27-28.

NO.24 Which field is required for setting up Retail Store KPIs?
* Effective to
* Retail Store Group
* KPI Type
* Promotions

NO.25 Which statement is correct about Consumer Goods- Einstein Visit Recommendations?
* Visit Recommendations are automatically generated by recent case activities
* Visit Recommendations automatically take into consideration already created visits for the store
* Visit Recommendations rules consider the store operating hours
* Visit Recommendations can be created using the Next Best Action Strategy
Visit Recommendations are suggestions for field reps to visit certain stores based on predefined rules and criteria. One of the correct statements about Visit Recommendations is that they automatically take into consideration already created visits for the store, meaning that they do not recommend visiting a store that already has a scheduled or completed visit within a certain time frame. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 36.

NO.26 Which statement is true about action plan templates?
* Action plan templates can have multiple orders and delivery tasks
* Action plan templates can have multiple planogram, inventory and promotion checks
* Action plan templates are ready to use after saving
* Action plan templates are not extensible through Apex
Action plan templates can have multiple planogram, inventory and promotion checks, which are predefined tasks that can be assigned to field reps to perform during their store visits. These tasks help to ensure compliance and optimize product placement and availability. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 26-27.

NO.27 A Consumer Goods Cloud user wants to create a new custom Task Type to support the auditing of coolers installed at retail store locations. Which Assessment Task Definition Task Type should be used?
* Other
* Planogram Check
* Inventory Check
* Custom

NO.28 Which of the following represent the three ways of performing a promotion check during an in-store visit?
* Clearance Promotion, Volume Promotion, and Product Coupons
* Individual product, Product Coupons, and Volume Promotion
* Unit Promotion, Product Category, and Product Coupons
* General Promotion, Individual Product, and Product Category
A promotion check is a type of action plan task that allows a field rep to verify if a promotion is running correctly at a retail store. There are three ways of performing a promotion check during an in-store visit:

General Promotion, which checks if any promotion is running at the store, regardless of the product or category involved.

Individual Product, which checks if a specific product is part of a promotion at the store.

Product Category, which checks if a group of products that belong to the same category are part of a promotion at the store. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 27-28.

NO.29 When performing a search in an inventory check task which products are considered for the search?

* All products created by the user

* All products associated with the retail store

* All products owned by the user

* All products in the organization

When performing a search in an inventory check task, only the products that are associated with the retail store are considered for the search. This is because the inventory check task is designed to verify the availability and quantity of products in a specific store location. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 28.

NO.30 Which Three actions should a System Admin perform to set up a survey assessment task in the Consumer Goods Cloud?

* Define Assessment Indicator Definition to capture within survey

* Create a Retail Store KPI record of ‘Survey Type’

* Create a Survey record using Salesforce survey application

* Generate survey invitations for the retail store ‘Primary Contact’.

* Define an Assessment Task Definition of type ‘In-Store Survey’

NO.31 Northern Trail Outfitters(NTO) places a high value on understanding how their end capes are performing. What should be recommended to NTO to ensure they can capture this data?

* Make a Custom object for In-Store location on the Retail Store Object to capture KPIs

* Make In-Store locations as a record type on the Retail Store Object to capture the KPIs

* Make In-Store Locations as a record page on the In-Store Location Object to capture the KPIs

* Make a separate set of KPIs specifically for capturing the endcap In-Store Location

NO.32 How can a Field Sales Manager access a photo taken by a Field Rep of a defective In-store asset

* The photo is linked to the visit record

* The photos Inked to the asset record

* The photo is sent directly to the manager’s email

* The photo is linked to the asset check task

NO.33 Alpine, a Consumer Goods company, is sending new product introduction samples to outlets via their distributors who are using Alpine’s field execution app. How can Alpine keep track of the inventory of the samples in the field?

* By creating delivery tasks for the distributors and monitor their on hand inventory for the sample Product’s Stock Keeping Unit (SKU).

* By creating a report for store locations to monitor the on hand inventory

* By assigning the asset to a custom task type and make the distributors enter the delivered quality

* By creating delivery tasks for the distributors and track the shipping document status

NO.34 Northern Trail Outfitters wishes to use Tableau CRM as part of their Consumer Goods Cloud rollout. What data is required to support successful creation of the app?

* Products must be associated to retail stores

* Retail Visit KPIs must be created

* Retail Store KPIs must be created

* Promotions must be created and associated to retail store locations

A data requirement to support successful creation of the Tableau CRM app for Consumer Goods Cloud is that products must be associated to retail stores. This is because the Tableau CRM app analyzes the sales performance and product distribution across different stores and segments, and identifies opportunities and gaps for product placement and availability. Without associating products to retail stores, the app cannot provide accurate and meaningful insights. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 37.

NO.35 For flow based tasks, which two statement are correct?

* A Retail Store KPI is always needed and is passed to the flow in the variable Retail Store KPI.
* Retail Visit KPIs always need a corresponding Retail Store KPI.
* Assessment Task IDs and Visit IDs are passed to the flow in a flow task.
* Retail Store KPIs are not needed, as long as an Assessment Indicator Definition is available within the flow to create the Retail Visit D KPI.
* Flow based tasks should never be used for tasks that require a Retail Visit KPI.

NO.36 Which three fields are available on the Retail Store object that differentiate them from the Account object?
* Delivery Method
* Operating Hours
* Preferred Visit Hours
* Shipping Address
* Payment Method

NO.37 Which Statement is accurate regarding Action Plan Templates?
* They can be associated with Assessment Task Definitions and Component Tasks
* They can be Cloned
* They can be deleted
* They cannot be setup in the mobile application

NO.38 Northern Trail Outfitters (NTO) has a 7-tier product hierarchy that they use to track products in their Enterprise Resource Planning (ERP) platform. Assuming this functionality is available in the Consumer Goods Cloud, what should a consultant at NTO determine which tier of data contains the information required to set up products in Consumer Goods Cloud INTO wishes to measure share-of-shelf ?
* What tier has data describing the product with?
* Which tier has the data you trust most?
* Which tier describes stock keeping units (SKL)?
* There is no need to ask a question choose level 7
A consultant at NTO should determine which tier of data contains the information required to set up products in Consumer Goods Cloud by asking which tier describes stock keeping units (SKU). A SKU is a unique identifier for a product that can be scanned and tracked in inventory systems. SKU is the level of data that is needed to measure share of shelf, which is the percentage of space occupied by a product or brand on a shelf. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 19.

NO.39 How can admins review the performance of the Object Detection Model?
* By creating a Custom Object
* By enabling Custom Object Detection
* Through Detected Objects
* Through Einstein Bots
https://help.salesforce.com/s/articleView?id=sf.industries_einstein_object_detection_review_detected_objects.htm&type=5

Admins can review the performance of the Object Detection Model through Detected Objects, which are records that store the results of the object detection process. Detected Objects contain information such as the confidence score, the number of detections, and the bounding box coordinates for each object in an image. Admins can use reports and dashboards to analyze the Detected Objects data and evaluate the accuracy and performance of the Object Detection Model. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 24.

NO.40 Items are not appearing in the delivery task. What object needs to be assigned to the user for the items to be listed
* Product
* Retail Store KPI
* Shipment

* Product Transfer

NO.41 Which Lightning component can an admin add to a Consumer Goods assessment task record page?
* In-Store Products Check
* Inventory Check
* Planogram Check
* Promotion Check

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.

NO.42 Which of the following have promotions associated with them using the Consumer Goods Cloud Data Model?
* Promotion Channel, Retail Store KPI, Retail Visit KPI and Delivery Task
* Promotion Product, Promotion Channel, Retail Store KPI, and Retail Visit KPI (Promotion Product, Promotion Product Categories, Promotion Channel)
* Promotion Channel, Retail Visit KPI, Assessment Task Definition and in Store Location
* Promotion Product, Retail Store KPI, Delivery Task and in Store Location

Promotion Product, Promotion Channel, Retail Store KPI, and Retail Visit KPI are four objects that have promotions associated with them using the Consumer Goods Cloud Data Model. These objects help users to define, execute, and measure promotions in retail stores. They are:

Promotion Product, which represents a product that is part of a promotion.

Promotion Channel, which represents a channel or segment where a promotion is applicable.

Retail Store KPI, which represents a key performance indicator that measures how well a retail store is performing against a specific promotion goal or target.

Retail Visit KPI, which represents a key performance indicator that measures how well a field rep executed a promotion during a store visit. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 30-31.

NO.43 When performing a search in an inventory check task which products are considered for the search?
* All products created by the user
* All products associated with the retail store
* All products owned by the user
* All products in the organization

NO.44 Which three setup steps should the salesforce Admin configure to allow Sales Managers to create and assign delivery tasks to deliver?
* Create an action plan template with a Delivery Task and assign it to a Visit
* Assign the Lightning Direct store Delivery permissions set to the user
* Define Assessment Indicator Definitions for Delivery task
* Change the Action Plan Type Delivery
* Assign the Action Plans permission set to the Sales Manager .

To allow Sales Managers to create and assign delivery tasks to deliver, the following setup steps should be configured:

Create an action plan template with a Delivery Task and assign it to a Visit. A Delivery Task is a type of action plan task that allows

a field rep to deliver products to a retail store. A Visit is a scheduled or unscheduled interaction between a field rep and a retail store.

Assign the Lightning Direct store Delivery permissions set to the user. This permissions set grants access to the delivery task functionality and related objects, such as product transfers and shipments.

Assign the Action Plans permission set to the Sales Manager. This permissions set grants access to the action plan functionality and related objects, such as action plan templates, action plan tasks, and assessments. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 28-29.

Ultimate Guide to Prepare Consumer-Goods-Cloud-Accredited-Professional Certification Exam for Consumer Goods Cloud:
https://www.examslabs.com/Salesforce/Consumer-Goods-Cloud/best-Consumer-Goods-Cloud-Accredited-Professional-exam-dumps.html]