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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA

SEM: III - THEORY EXAMINATION (2021 - 2022) (ONLINE)

Subject: CRM Administration

Time: 02:00 Hours

Max. Marks: 100

General Instructions:

1. *All questions are compulsory. It comprises of two Sections A and B.*
 - *Section A - Question No- 1 has 35 objective type questions carrying 2 marks each.*
 - *Section B - Question No- 2 has 12 subjective type questions carrying 3 marks each. You have to attempt any 10 out of 12 question.*
 - *No sheet should be left blank. Any written material after a Blank sheet will not be evaluated/checked.*

SECTION A

35 x 2 = 70

1. Attempt ALL parts:-

- | | | |
|-------|---|---|
| 1.1.a | Who is Trailhead for (CO1) | 1 |
| | (a) Manager | |
| | (b) Developer | |
| | (c) User | |
| | (d) Everyone | |
| 1.1.b | What are the benefits of being active in trailblazer community | 1 |
| | (a) learn the new skills with other trailblazer | |
| | (b) complete hands on challenge with other learners | |
| | (c) •connect and give feedback with fellow trailblazer | |
| | (d) NONE OF THE ABOVE | |
| 1.1.c | CRM ISV Organization in ISV force is also known as | 1 |
| | (a) dev org | |
| | (b) business organization | |
| | (c) test org | |
| | (d) app org | |
| 1.1.d | Salesforce MVP is a (CO1) | 1 |
| | (a) Trailblazer nominated by their peers | |
| | (b) Normal Users | |
| | (c) Community of Programmers | |
| | (d) None of the Above | |
| 1.1.e | How is the best answer selected for a question in the trailblazer community | 1 |
| | (a) The trailblazer who wrote the question select it | |
| | (b) The trailblazer who answered the question first select it | |
| | (c) Anyone | |
| | (d) All of the above | |
| 1.1.f | Whats the point of earning points | 1 |
| | (a) its fun | |
| | (b) you need to earn points to advance rank | |
| | (c) you can redeem points for cash prizes | |

- (d) 1 & 2
- 1.1.g A group can be 1
- (a) Public
 - (b) Private
 - (c) Unlisted
 - (d) All of the above
- 1.2.a When identifying processes to bring into Salesforce, look for:(CO2) 1
- (a) Manual processes with numerous steps.
 - (b) Email-driven processes.
 - (c) Teams using spreadsheets to run the business
 - (d) All of the Above
- 1.2.b Three use cases for Finance on the platform are: 1
- (a) Help desk, Pricing, Facilities management.
 - (b) Vendor management, Transportation, Contract management.
 - (c) Budget management, Pricing, Contract management.
 - (d) ALL OF THE ABOVE
- 1.2.c Our trusted, multitenant cloud means you get: 1
- (a) The benefits of the same core set of features for all customer
 - (b) upgrades three times a year
 - (c) no software to install to access salesforce
 - (d) All of the above
- 1.2.d The salesforce API is 1
- (a) Like a contract between two pieces of software, allowing them to connect and exchanging information.
 - (b) Not available for certain technologies such as wearables
 - (c) the exact same thing as an API name
 - (d) only for programmers to use.
- 1.2.e What are the three main categories in the Setup menu. 1
- (a) object management, preference, group
 - (b) user management, settings and security
 - (c) adminstration , platform tools, settings
 - (d) AppExchange, profile, customization
- 1.2.f What is an easy way to find what you're looking for in the Setup menu. 1
- (a) Type the first few letters of what you're looking for in the Quick Find box.
 - (b) Click headings and subheadings until you find what you're looking for.
 - (c) Memorize what's in each category.
 - (d) Click one of the main categories in the Setup menu, then look at the page to the right.
- 1.2.g When you want to find an app after you install it, what should you enter in the Quick Find box in Setup. 1
- (a) Installed Apps
 - (b) Installed Packages
 - (c) Installed Components
 - (d) Installations
- 1.3.a What are examples of Chatter items that can be searched in the Salesforce mobile app? (CO3) 1
- (a) Post
 - (b) Posts, comments, and files

- (c) Comments
(d) File
- 1.3.b In your presentation, you note some of the pitfalls of bad data. Which outcome is consistently linked to poor quality data? 1
- (a) Reputational damage
(b) Custom Picklist
(c) Both 1 & 2
(d) None of the Above
- 1.3.c The different type of picklists are (CO3) 1
- (a) Standard,Custom,Custom Multiselect
(b) Standard and Custom
(c) Custom and Multiselect
(d) None of the Above
- 1.3.d picklist fields can have the following properties 1
- (a) Unique and Primary
(b) Restricted,Dependent
(c) Dependent or Controlling
(d) None of the Above
- 1.3.e Picklists are the ones you create is called as 1
- (a) Standard Picklist
(b) Custom Picklist
(c) Multiselect Picklist
(d) All of the above
- 1.3.f What Is AppExchange? 1
- (a) AppExchange is the marketplace for all things Salesforce, including apps, Lightning components, Flow solutions, and more.
(b) It is an App
(c) It provides compatibility
(d) None of the Above
- 1.3.g Main properties of object are 1
- (a) Container and Functionality
(b) Functionality
(c) Container
(d) None of the Above
- 1.4.a Where we can display lightning components (CO4) 1
- (a) Template-based community
(b) Lightning Experience
(c) Salesforce1 Mobile app
(d) All of the Above
- 1.4.b What are the advantages of lightning ? 1
- (a) Device-aware & cross browser compatibility
(b) Out-of-the-Box Component Set
(c) Faster development & Performance
(d) All
- 1.4.c Can we make one component inherit styles/css from a parent component(CO4) 1
- (a) Yes

- (b) No
 - (c) Sometime
 - (d) None of the Above
- 1.4.d We can not integrate Lightning components with another framework, such as Angular 1
- (a) Correct
 - (b) Wrong
 - (c) Sometime
 - (d) None of the Above
- 1.4.e Is Lightning an MVC framework 1
- (a) Yes
 - (b) No
 - (c) Sometime
 - (d) None of the Above
- 1.4.f How to load a sObject record without writing Apex logic in lightning component? 1
- (a) Lightning Data Service
 - (b) Lightning Out
 - (c) Lightning Sync
 - (d) \$A.enqueueAction()
- 1.4.g What facility does a Lightning App gives to its user? 1
- (a) An app is a collection of items that work together to serve a particular function.
 - (b) Lightning apps give your users access to sets of objects, tabs, and other items all in one convenient bundle in the navigation bar.
 - (c) Plug and Play
 - (d) All of the Above
- 1.5.a Specify the default level of access users have to each others' records. 1
- (a) Organization-wide defaults
 - (b) Role hierarchies
 - (c) Sharing rule
 - (d) Manual sharing
- 1.5.b All objects include fields to store the name of the user who created the record and who last modified the record. (CO5) 1
- (a) Record Modification Fields
 - (b) Field Modification
 - (c) Identity Modification
 - (d) Login History
- 1.5.c You can review a list of successful and failed login attempts for the past six months.(CO5) 1
- (a) Record Modification Fields
 - (b) Login History
 - (c) Field History
 - (d) None of the above
- 1.5.d You can turn on auditing to automatically track changes in the values of individual fields. 1
- (a) Login History
 - (b) Field History Tracking
 - (c) Field History
 - (d) None of the above
- 1.5.e Logs when modifications are made to your organization's configuration are called as 1

- (a) Login History
 - (b) Field History Tracking
 - (c) Set up Audit trail
 - (d) None of the above
- 1.5.f Set password and login policies, such as specifying an amount of time before all users' passwords expire and the level of complexity required for passwords. 1
- (a) Password Policy
 - (b) Username Policy
 - (c) Security Policy
 - (d) None of the above
- 1.5.g Expire the passwords for all the users in your org, except for users with "Password Never Expires" permission. 1
- (a) User password expiration
 - (b) Username Expiration
 - (c) Security Breach
 - (d) None of the above

SECTION B

10 X 3 = 30

2. Answer any TEN of the following:-

- 2.1.a What is the difference between trailhead and trailblazer community? 2
- 2.1.b Explain the difference between modules and project 2
- 2.2.a Define salesforce classic? 2
- 2.2.b Write the five features of salesforce lightning experience? 2
- 2.2.c Define the use of switcher key word in salesforce lightning experience? 2
- 2.3.a List down the type of custom field. 2
- 2.3.b Explain the difference between extendend object and custom object. 2
- 2.3.c Define object and their type. 2
- 2.4.a What are the tools included in lightning ? 2
- 2.4.b What are the type of events into Salesforce Lightning component? 2
- 2.5.a What are the different levels of data access?(CO5) 2
- 2.5.b Describe about object and records ? 2