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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)
M.C.A.
SEM: IV - THEORY EXAMINATION (2021 - 2022)
Subject: CRM Advanced Administration

Time: 3 Hours   Max. Marks: 100

General Instructions:
1. The question paper comprises three sections, A, B, and C. You are expected to answer them as directed.
2. Section A - Question No- 1 is 1 mark each & Question No- 2 carries 2 mark each.
3. Section B - Question No-3 is based on external choice carrying 6 marks each.
4. Section C - Questions No. 4-8 are within unit choice questions carrying 10 marks each.
5. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A   20

1. Attempt all parts:-

1-a.   How do you set up the account hierarchy? (CO1)   1

         (a) Ask an administrator to set it up for you

         (b) Add a Parent Account to the account's record

         (c) Record the parent account's name in a Note on the account

         (d) Write it on a sticky note and put it on your desk

1-b.   Who should be on your personal Default Account Team? (CO1)   1

         (a) Coworkers from your department who want to know how you achieve all your success

         (b) All the contacts for all of your accounts

         (c) Coworkers you usually work with on your accounts

         (d) Customers who responded positively to the last marketing campaign

1-c.   A visual display of a record is known as: (CO2)   1

         (a) Account

         (b) Dashboard

         (c) Report Type

         (d) Leads

1-d.   In Salesforce, which of the following statements is true about reports and dashboards (CO2)   1

         (a) A data loader is used for deleting reports

         (b) The maximum number of components that can be used in a single dashboard is 10.

         (c) A dynamic dashboard cannot be scheduled for refresh

         (d) A report cannot run automatically in Salesforce

1-e.   You are creating a presentation for your company's executive team outlining the importance   1
         of data quality. What's one key factor in determining data quality that you might include?
         (CO3)

         (a) Time

         (b) Territory Distribution

         (c) Number of employees

         (d) Number of duplicate records

1-f.   As Salesforce admin at your company, you're asked to develop a data management plan.   1
         What's one data standard you should include in your plan? (CO3)

         (a) Personnel names

         (b) Revenue goals

(c) Record ownership criteria

(d) Salesforce login information

1-g.   A _____ is set of specially formatted source data, optimized for interactive exploration.   1
(CO4)

        (a) Datasets

        (b) Records

        (c) Lenses

        (d) Dashboard

1-h.   You post on your own profile. Who can see this post? (CO4)   1

        (a) The people who follow you

        (b) The people you follow

        (c) Everyone with access to you

        (d) Only you

1-i.   How can your company use Experience Cloud to engage with external users? (CO5)   1

        (a) Create a customer portal

        (b) Create a replica Salesforce org.

        (c) Create multiple experiences for different audiences.

        (d) Both A and C

1-j.   What is the best way Marketing Cloud Services can help you with implementation? (CO5)   1

        (a) Give you a handout of resources.

        (b) Marketing Cloud Services doesn't help with implementation.

        (c) Partner with your IT department and stakeholders.

        (d) Import all of your data, no matter what it is.

2. Attempt all parts:-

2.a.	What are the different types of account in Salesforce? (CO1)	2
2.b.	What is a Dashboard? (CO2)	2
2.c.	How do you ensure quality data in Salesforce? (CO3)	2
2.d.	What is the use of Stream in Chatter? (CO4)	2
2.e.	What are the benefits of using the Experience Cloud? (CO5)	2

<div align="center">SECTION B   30</div>

3. Answer any <u>five</u> of the following:-

3-a.	Write the steps to create an account and contacts? (CO1)	6
3-b.	How to track Customer Interactions. Write the steps? (CO1)	6
3-c.	Explain Reports and Dashboards. (CO2)	6
3-d.	How to create a Tabular Report. (CO2)	6
3.e.	Write a brief explanation about validation rules, workflow rules with examples. (CO3)	6
3.f.	Explain how Tableau CRM can benefit your business. (CO4) Describe the different ways to import data into Tableau CRM.	6
3.g.	Explain the following terms: (CO5) a. Einstein Out-of-the-Box Applications b. Einstein Bots c. Einstein Voice Bots	6

<div align="center">SECTION C   50</div>

4. Answer any <u>one</u> of the following:-

4-a.	What are the steps to add a contact to an account. (CO1)	10
4-b.	What are Salesforce Entitlements' advantages? (CO1)	10

5. Answer any <u>one</u> of the following:-

5-a.	Write down the steps to create a Dashboard in Salesforce. (CO2)	10
5-b.	How to create a Dashboard Folder in Lightning Experience? (CO2)	10

6. Answer any <u>one</u> of the following:-

6-a.	What are the steps to post a poll. Explain with example. (CO3)	10
6-b.	Create a custom Support Plan Start Date field for a team. (CO3)	10

7. Answer any <u>one</u> of the following:-

7-a.	How to upload and edit a profile picture while setting up your Chatter Profile? (CO4)	10
7-b.	Write the steps to create a poll on a chatter page? (CO4)	10

8. Answer any <u>one</u> of the following:-

8-a.	How can we use Experience Cloud to build Robust Partner Relationships? (CO5)	10
8-b.	In how many categories Einstein can be viewed. Explain each in detail. (CO5)	10