

## Data Architecture & Management Designer Set 1

1. UC is having issues using Informatica Cloud Louder to export +10M Order records. Each Order record has 10 Order Line Items. What two steps can you take to help correct this? Choose two answers.
  - a. Limit Batch to 10K records
  - b. Export in multiple batches
  - c. Use PK Chunking
  - d. Export Bulk API in parallel mode
2. What makes Skinny tables fast? Choose three answers.
  - a. They support up to a max of 100 of columns
  - b. They avoid resource intensive joins
  - c. Their tables are kept in sync with their source tables when the source tables are modified
  - d. They do not include soft-deleted records
  - e. They can contain fields from other objects
3. UC is trying to switch from legacy CRM to salesforce and wants to keep legacy CRM and salesforce in place till all the functionality is deployed in salesforce. The want to keep data in synch b/w Salesforce, legacy CRM and SAP. What is the recommendation
  - a. Do not integrate legacy CRM to Salesforce, but integrate salesforce to SAP
  - b. Integrate legacy CRM to salesforce and keep data in synch till new functionality is in place
  - c. Suggest MDM solution and link MDM to salesforce and SAP
  - d. Integrate SAP with Salesforce, SAP to legacy CRM but not legacy CRM to Salesforce
4. Universal Containers has a public website with several forms that create Lead records in Salesforce using the REST API. When designing these forms, which two techniques will help maintain a high level of data quality?
  - a. Prefer picklist form fields over free text fields, where possible.
  - b. Use cookies to track when visitors submit multiple forms.
  - c. Ensure the website visitor is browsing using an HTTPS connection.
  - d. Do client-side validation of phone number and email field formats.
5. Universal Containers (UC) has over 10 million accounts with an average of 20 opportunities with each account. A Sales Executive at UC needs to generate a daily report for all opportunities in a specific opportunity stage. Which two key considerations should be made to make sure the performance of the report is not degraded due to large data volume?
  - a. Number of queries running at a time.
  - b. Number of joins used in report query.
  - c. Number of records returned by report query.
  - d. Number of characters in report query.

6. A shipping and logistics company has created a large number of reports within Sales Cloud since Salesforce was introduced. Some of these reports analyze large amounts of data regarding the whereabouts of the company's containers, and they are starting to time out when users are trying to run the reports. What is a recommended approach to avoid these time-out issues?
- a. Improve reporting performance by creating a dashboard that is scheduled to run the reports only once per day.
  - b. Improve reporting performance by replacing the existing reports in Sales Cloud with new reports based on Analytics Cloud.
  - c. Improve reporting performance by creating an Apex trigger for the Report object that will pre-fetch data before the report is run.
  - d. Improve reporting performance by creating a custom Visualforce report that is using a cache of the records in the report.
7. Which two statements are accurate with respect to performance testing a Force.com application?
- a. Applications with highly customized code or large volumes should be performance tested.
  - b. All Force.com applications must be performance tested in a sandbox as well as production.
  - c. A performance test plan must be created and submitted to Salesforce customer support.
  - d. Application performance benchmarked in a sandbox can also be expected in production.
8. Universal Containers would like to remove data silos and connect their legacy CRM together with their ERP and with Salesforce. Most of their sales team has already migrated to Salesforce for daily use, although a few users are still on the old CRM until some functionality they require is completed. Which two techniques should be used for smooth interoperability now and in the future.
- a. Specify the legacy CRM as the system of record during transition until it is removed from operation and fully replaced by Salesforce.
  - b. Work with stakeholders to establish a Master Data Management plan for the system of record for specific objects, records, and fields.
  - c. Do not connect Salesforce and the legacy CRM to each other during this transition period, but do allow both to interact with the ERP.
  - d. Replicate ongoing changes in the legacy CRM to Salesforce to facilitate a smooth transition when the legacy CRM is eventually retired.
9. Universal Containers (UC) is concerned about the accuracy of their Customer information in Salesforce. They have recently created an enterprise-wide trusted source MDM for Customer data which they have certified to be accurate. UC has over 20 million unique customer records in the trusted source and Salesforce. What should an Architect recommend to ensure the data in Salesforce is identical to the MDM?
- a. Extract the Salesforce data into Excel and manually compare this against the trusted source.
  - b. Load the Trusted Source data into Salesforce and run an Apex Batch job to find difference.
  - c. Leave the data in Salesforce alone and assume that it will auto-correct itself over time.
  - d. Use an AppExchange package for Data Quality to match Salesforce data against the Trusted source.

10. Universal Containers (UC) maintains a collection of several million Account records that represent business in the United States. As a logistics company, this list is one of the most valuable and important components of UC's business, and the accuracy of shipping addresses is paramount. Recently it has been noticed that too many of the addresses of these businesses are inaccurate, or the businesses don't exist. Which two scalable strategies should UC consider to improve the quality of their Account addresses?
- a. Leverage Data.com Clean to clean up Account address fields with the D&B database.
  - b. Contact each business on the list and ask them to review and update their address information.
  - c. Integrate with a third-party database or services for address validation and enrichment.
  - d. Build a team of employees that validate Accounts by searching the web and making phone calls.
11. Which two aspects of data does an Enterprise data governance program aim to improve?
- a. Data integrity
  - b. Data distribution
  - c. Data usability
  - d. Data modeling
12. Universal Containers (UC) has a Salesforce instance with over 10,000 Account records. They have noticed similar, but not identical Account names and addresses. What should UC do to ensure proper data quality? Choose one answer.
- a. Enable Account de-duplication by creating matching rules in Salesforce, which will mass merge duplicate Accounts.
13. Universal Containers is planning out their archiving and purging plans going forward for their custom objects Topic\_\_c and Comment\_\_c. Several options are being considered, including analytics snapshots, offsite storage, scheduled purges, etc. Which three questions should be considered when designing an appropriate archiving strategy?
- a. Which profiles and users currently have access to these custom object records?
  - b. If reporting is necessary, can the information be aggregated into fewer, summary records?
  - c. Will the data being archived need to be reported on or accessed in any way in the future?
  - d. How many fields are defined on the custom objects that need to be archived?
  - e. Are there any regulatory restrictions that will influence the archiving and purging plans?
14. The Sales VP would like to better understand key relevant performance figures and help the Sales Managers take corrective actions where appropriate. What reporting option should be considered?
- a. Lead conversion rate report
  - b. Case SLA performance report
  - c. Sales KPI Dashboard
  - d. Opportunity analytic snapshot
15. Which two methods should be used when importing Leads into Salesforce to ensure there are no duplicate records?
- a. Implement Salesforce Matching and Duplicate Rules.
  - b. Create a Workflow Rule to check for duplicate records.
  - c. Purchase an AppExchange Lead de-duplication application.
  - d. Run the Salesforce Lead Mass-de-duplication tool.

16. Universal Containers (UC) wants to ensure their data on 100,000 Accounts pertaining mostly to US-based companies is enriched and cleansed on an ongoing basis. UC is looking for a solution that allows easy monitoring of key data quality metrics. What should be the recommended solution to meet this requirement?
- a. Use declarative approach by installing and configuring Data.com Prospector to monitor Account data quality.
  - b. Implement an Apex Trigger on Account that queries a third-party data quality API to monitor Account data quality.
  - c. Use a declarative approach by installing and configuring Data.com Clean to monitor Account data quality.
  - d. Implement Batch Apex that calls out a third-party data quality API in order to monitor Account data quality.
17. Universal Containers (UC) has a requirement to create an Account plan object that is related to the Account object. Each Account plan needs to have an Account object, but the accessibility requirement of the Account plan is different from the Account object. What should an Architect recommend?
- a. Create an account plan object with a lookup relationship to Account with validation rules to enforce the Account association.
  - b. Create a custom account plan object as detail with Account as master in a master-detail relationship.
  - c. Create an account plan object with a lookup relationship to Account without any validation rules to enforce the Account association.
  - d. Create a custom account plan object as detail with Account as master with additional sharing rules to allow access.
18. Universal Containers (UC) wants to store product data in Salesforce, but the standard Product object does not support the more complex hierarchical structure which is currently being used in the product master system. How can UC modify the standard Product object model to support a hierarchical data structure in order to synchronize product data from the source system to Salesforce?
- a. Create a custom master-detail field on the standard Product to reference the child record in the hierarchy.
  - b. Create a custom lookup field on the standard Product to reference the child record in the hierarchy.
  - c. Create a custom lookup field on the standard Product to reference the parent record in the hierarchy.
  - d. Create an Apex trigger to synchronize the Product Family standard picklist field on the Product object.
19. Universal Containers (UC) has a multi-level master-detail relationship for opportunities, a custom opportunity line item object, and a custom discount request. UC has opportunity as master and custom line item object as detail in master-detail relationship. UC also has a custom line item object as master and a custom discount request object as detail in another master-detail relationship. UC has a requirement to show all sums of discounts across line items at an opportunity level. What is the recommended solution to address these requirements?
- a. Update the master-detail relationships to lookup relationships in order to allow the discount amount to roll up.

- b. Roll-up discount request amount at the line-item-level and line-item-level summary discount at the opportunity level.
  - c. Use roll-up for the line-item-level summary and a trigger for the opportunity amount summary, as only one level roll-up is allowed.
  - d. Remove the master-detail relationships and rely completely on workflow/triggers to summarize the discount amount.
20. An architect has been asked by a client to develop a solution that will integrate data and resolve duplicates and discrepancies between Salesforce and one or more external systems. Which two factors should the Architect take into consideration when deciding whether or not to use a Master Data Management system to achieve this solution?
- a. The number of systems that are integrating with each other.
  - b. Whether or not Salesforce replaced a legacy CRM.
  - c. Whether the system of record changes for different tables.
  - d. Whether the systems are cloud-based or on-premise.
21. Universal Containers wants to implement a data-quality process to monitor the data that users are manually entering into the system through the Salesforce UI. What approach should the Architect recommend?
- a. Utilize a 3<sup>rd</sup>-party solution from the AppExchange for data uploads.
  - b. Use Apex to validate the format of phone numbers and postal codes.
  - c. Utilize an app from the AppExchange to create data-quality dashboards.
  - d. Allow users to import their data using the Salesforce Import tools.
22. A Customer is migrating 10 million order and 30 million order lines into Salesforce using Bulk API. The Engineer is experiencing time-out errors or long delays querying parents order IDs in Salesforce before importing related order line items. What is the recommended solution?
- a. Leverage Batch Apex to update order ID on related order lines after import.
  - b. Leverage an External ID from source system orders to import related order lines.
  - c. Query only indexed ID field values on the imported order to import related order lines.
  - d. Leverage a sequence of numbers on the imported orders to import related order lines.
23. Universal Containers (UC) wants to capture information on how data entities are stored within the different applications and systems used within the company. For that purpose, the architecture team decided to create a data dictionary covering the main business domains within UC. Which two common techniques are used building a data dictionary to store information on how business entities are defined?
- a. Use Salesforce Object Query Language.
  - b. Use the Salesforce Metadata API.
  - c. Use a data definition language.
  - d. Use an entity relationship diagram.

24. Universal Containers (UC) is implementing its new Internet of Things technology, which consists of smart containers that provide information on container temperature and humidity updated every 10 minutes back to UC. There are roughly 10,000 containers equipped with this technology with the number expected to increase to 50,000 across the next five years. It is essential that Salesforce user have access to current and historical temperature and humidity data for each container. What is the recommended solution?
- a. Create a new Lightning Component that displays last humidity and temperature data for a specific container and can also display historical trends obtaining relevant data from UC's existing data warehouse.
  - b. Create new custom fields for temperature and humidity in the existing Container custom object, as well as an external ID field that is unique for each container. These custom fields are updated when a new measure is received.
  - c. Create a new Container Reading custom object, which is created when a new measure is received for a specific container. The Container Reading custom object has a master-detail relationship to the container object.
  - d. Create a new Container Reading custom object with a master-detail relationship to Container which is created when a new measure is received for a specific container. Implement an archiving process that runs every hour.
25. A customer wishes to migrate 700,000 Account records in a single migration into Salesforce. What is the recommended solution to migrate these records while minimizing migration time?
- A. Use Salesforce Bulk API in parallel mode.
  - B. Use Salesforce Soap API in parallel mode.
  - C. Use Salesforce Bulk API in serial mode.
  - D. Use Salesforce Soap API in serial mode.
26. Universal Containers has successfully migrated 50 million records into five different objects multiple times in a full copy sandbox. The Integration Engineer wants to re-run the test again a month before it goes live into Production. What is the recommended approach to re-run the test?
- a. Refresh the full copy sandbox and re-run the data migration test.
  - b. Truncate all 5 objects quickly and re-run the data migration test.
  - c. Hard delete all 5 objects' data and re-run the data migration test.
  - d. Truncate all 5 objects and hard delete before running the migration test.
27. Universal Containers (UC) is using Salesforce Sales & Service Cloud for B2C sales and customer service but they are experiencing a lot of duplicate customers in the system. Which are two recommended approaches for UC to avoid duplicate data and increase the level of data quality?
- a. Use Data.com Clean
  - b. Use an Enterprise Service Bus.
  - c. Use a data warehouse.
  - d. Use Duplicate Management.

28. Universal Containers is creating a new B2C service offering for consumers to ship goods across continents. This is in addition to their well-established B2B offering. Their current Salesforce org uses the standard Account object to track B2B customers. They are expecting to have over 50,000,000 consumers over the next five years across their 50 business regions. B2C customers will be individuals. Household data is not required to be stored. What is the recommended data model for consumer account data to be stored in Salesforce?
- a. Use the Account object with Person Accounts and a new B2C page layout.
  - b. Use the Account object with a newly created Record Type for B2C customers.
  - c. Create a new picklist value for B2C customers on the Account Type field.
  - d. Use 50 umbrella Accounts for each region, with customers as associated Contacts.
29. Universal Containers has received complaints that customers are being called by multiple Sales Reps where the second Sales Rep that calls is unaware of the previous call by their coworker. What is a data quality problem that could cause this?
- a. Duplicate Contact records exist in the system.
  - b. Duplicate Activity records on a Contact.
  - c. Missing phone number on the Contact record.
  - d. Customer phone number has changed on the Contact record.
30. Which three characteristics of a Skinny table help improve report and query performance?
- a. Skinny tables provide a view across multiple objects for easy access to combined data.
  - b. Skinny tables can be used to create custom indexes on multi-select picklist fields.
  - c. Skinny tables can contain frequently used fields and thereby help avoid joins.
  - d. Skinny tables are kept in sync with changes to data in the source tables.
  - e. Skinny tables do not include records that are available in the recycle bin.
31. Universal Containers (UC) wants to assess the completeness and consistency of contact information in Salesforce. They are finding that their sales reps in many cases do not have enough information about their accounts and contacts. Also, in many cases they are not able to interpret the information in a consistent manner. They have identified certain “key” fields which are important to their sales reps. Which two steps can UC implement to assess their data for completeness and consistency?
- a. Run one report per key field, grouped by that field, to understand its data variability.
  - b. Run a report that shows the percentage of blanks for the important fields.
  - c. Run a report which shows the last time the key fields were updated.
  - d. Run a process that can fill in default values for blank fields.
32. Developers at Universal Containers need to build a report for the business which displays Accounts opened in the past year grouped by industry. This report will also include information from contacts, opportunities, and orders. There are several million Accounts in the system. Which two options should be recommended to make this report perform well and satisfy the business need?
- a. Use an indexed data field with bounded data filters.
  - b. Use Formula fields to surface information I related entities on the report.
  - c. Use unbounded date ranges to filter the report.
  - d. Use triggers to populate denormalized related fields on the Account.
33. Which two best practices should be followed when using SOSL for searching?
- a. Keep searches specific and avoid wildcards where possible.
  - b. Use searches against single Objects for greater speed and accuracy.
  - c. Use Find in “ALL FIELDS” for faster searches.



- d. Use SOSL option to ignore custom indexes as search fields are pre-indexed.
34. Universal Containers (UC) is launching an RFP to acquire a new accounting product available on AppExchange. UC is expecting to issue 5 million invoices per year, with each invoice containing an average of 10 line items. What should UC's Data Architect recommend to ensure scalability?
- a. Ensure the account product vendor includes Wave Analytics in their offering.
  - b. Ensure the account product vendor provides a sound data archiving strategy.
  - c. Ensure invoice line items simply reference existing Opportunity line items.
  - d. Ensure the accounting product runs 100% natively on the Salesforce platform.
35. Which three options can prevent your SOQL queries from being selective?
- a. Using trailing % wildcards.
  - b. Using a custom index on a deterministic formula field.
  - c. Using leading % wildcards.
  - d. Using NOT and != operators.
  - e. Performing large loads and deletions.
36. Universal Containers (UC) is implementing a new customer categorization process where customers should be assigned to a Gold, Silver, or Bronze category if they've purchased UC's new support service. Customers are expected to be evenly distributed across all three categories. Currently, UC has around 500,000 customers, and is expecting 1% of existing non-categorized customers to purchase UC's new support service every month over the next five years. What is the recommended solution to ensure long-term performance, bearing in mind the above requirements?
- a. Implement a new Categories custom object and create a lookup field from Account to Category.
  - b. Implement a new global picklist custom field with Gold, Silver, and Bronze values and enable it in Account.
  - c. Implement a new Categories custom object and a master-detail relationship from Account to Category.
  - d. Implement a new picklist custom field in the Account object with Gold, Silver, and Bronze values.
37. Universal Containers (UC) is a major supplier of office supplies. Some products are produced by UC and some by other manufacturers. Recently, a number of customers have complained that product descriptions on the invoices do not match the descriptions in the online catalog and on some of the order confirmations (e.g., "ballpoint pen" in the catalog and "pen" on the invoice, and item color labels are inconsistent: "what vs. "White" or "blk" vs. "Black"). All product data is consolidated in the company data warehouse and pushed to Salesforce to generate quotes and invoices. The online catalog and webshop is a Salesforce Customer Community solution. What is a correct technique UC should use to solve the data inconsistency?
- a. Define a data taxonomy for product data and apply the taxonomy to the product data in the data warehouse.
  - b. Build Apex Triggers in Salesforce that ensure products have the correct names and labels after data is loaded into salesforce.
  - c. Change integration to let product master systems update product data directly in Salesforce via the Salesforce API.
  - d. Add custom fields to the Product standard object in Salesforce to store data from the different source systems.



38. Universal Containers (UC) is planning to launch its Customer Community. The community will allow user to register shipment requests which are then processed by UC employees. Shipment requests contain header information, and then a list of no more than 5 items being shipped. UC will initially roll out its community to 5,000 customers in Europe, and will ultimately roll out to 20,000 customers worldwide within the next two years. UC expects an average of 10 shipment requests per week per customer. UC wants customers to be able to view up to three years of shipment requests and use Salesforce reports. What is the recommended solution for UC's Data Architect to address the requirements?
- a. Create an external custom object to track shipment requests and a child external object to track shipment items. External objects are stored off-platform in Heroku's Postgres database.
  - b. Create a custom object to track shipment requests with five lookup custom fields for each item being shipped Implement an archiving process that moves data off-platform after three years.
  - c. Create a custom object to track shipment requests and a child custom object to track shipment items. Implement an archiving process that moves data off-platform after three years.
  - d. Create an external custom object to track shipment requests with five lookup custom fields for each item being shipped. External objects are stored off-platform in Heroku's Postgres database.
39. Universal Containers (UC) is implementing Salesforce Sales Cloud and Service Cloud. As part of their implementation, they are planning to create a new custom object (Shipments), which will have a lookup relationship to Opportunities. When creating shipment records, Salesforce users need to manually input a customer reference, which is provided by customers, and will be stored in the Customer\_Reference\_\_c text custom field. Support agents will likely use this customer reference to search for Shipment records when resolving shipping issues. UC is expecting to have around 5 million shipment records created per year. What is the recommended solution to ensure that support agents using global search and reports can quickly find shipment records?
- a. Implement an archiving process for shipment records created after three years.
  - b. Set Customer-Reference\_\_c as an External ID (unique).
  - c. Set Customer-Reference\_\_c as an External ID (non-unique).
  - d. Implement an archiving process for shipment records created after five years.
40. Universal Containers is exporting 40 million Account records from Salesforce using Informatica Cloud. The ETL tool fails and the query log indicates a full table scan time-out failure. What is the recommended solution?
- a. Modify the export job header to specify Sforce-Enable-PKChunking.
  - b. Modify the export query that includes standard index fields(s).
  - c. Modify the export query with LIMIT clause with Batch size 10,000.
  - d. Modify the export job header to specify Export-in-Parallel.
41. Universal Containers (UC) has an Application custom object, which has tens of millions of records created in the past 5 years. UC needs the last 5 years of data to exist in Salesforce at all times for reporting and queries. UC is currently encountering performance issues when reporting and running queries on this Object using date ranges as filters. Which two options can be used to improve report performance?
- a. Add custom indexes to all fields on Application without a standard index.
  - b. Add custom indexes to the Date fields used for filtering the report.

- c. Ask support to create a skinny table for Application with the necessary reporting fields.
  - d. Run multiple reports to get different pieces of the data and combine them.
42. Universal Containers has millions of rows of data in Salesforce that are being used in reports to evaluate historical trends. Performance has become an issue, as well as data storage limits. Which two strategies should be recommended when talking with stakeholders?
- a. Use scheduled batch Apex to copy aggregate information into a custom object and delete the original records.
  - b. Configure the Salesforce Archiving feature to archive older records and remove them from the data storage limits.
  - c. Use Data Loader to extract data, aggregate it, and write it back to a custom object, then delete the original records.
  - d. Combine Analytics Snapshots with a purging plan by reporting on the snapshot data and deleting the original records.
43. A customer is facing locking issues when importing large data volumes of order records that are children in a master-detail relationship with the Account object. What is the recommended way to avoid locking issues during import?
- a. Import Order records and Account records separately and populate AccountID in orders using batch Apex.
  - b. Import Account records first followed by order records after sorting order by OrderID.
  - c. Change the relationship to Lookup and update the relationship to master-detail after import.
  - d. Import Account records first followed by order records after sorting orders by AccountID.
44. Universal Containers (UC) loads bulk leads and campaigns from third-party lead aggregators on a weekly and monthly basis. The expected lead record volume is 500K records per week, and the expected campaign records volume is 10K campaigns per week. After the upload, Lead records are shared with various sales agents via sharing rules and added as Campaign members via Apex triggers on Lead creation. UC agents work on leads for 6 months, but want to keep the records in the system for at least 1 year for reference. Compliance requires them to be stored for a minimum of 3 years. After that, data can be deleted. What statement is true with respect to a data archiving strategy for UC?
- a. UC can leverage a "tier"-based approach to classify the record storage need.
  - b. UC can leverage recycle bin capability, which guarantees record storage for 15 days after deletion.
  - c. UC can store long-term lead records in custom storage objects to avoid counting against storage limits.
  - d. UC can leverage the Salesforce Data Backup and Recovery feature for data archival needs.
45. Which two statements are true when merging accounts?
- a. A user can merge a person account with a business account or vice versa.
  - b. The newly merged account retains all the team members from merged accounts.
  - c. Items related to original accounts become related to the newly merged account.
  - d. The original accounts are permanently deleted, skipping the Recycle Bin.
46. Due to security requirements, Universal Containers needs to capture specific user actions, such as login, logout, file attachment download, package install, etc. What is the recommended approach for defining a solution for this requirement?
- a. Use a custom object and trigger to capture changes.

- b. Use a field audit trail to capture field changes.
  - c. Use a third-party AppExchange app to capture changes.
  - d. Use Event Monitoring to capture these changes.
47. For a production cutover, a large number of Account records will be loaded into Salesforce from a legacy system. The legacy system does not have enough information to determine the Ownership for these Accounts upon initial load. Which two recommended options assign Account ownership to mitigate potential performance problems?
- a. Let a “system user” own all the Account records and make this user part of the highest-level role in the Role Hierarchy.
  - b. Let a “system user” own the Account records and assign this user to the lowest-level role in the Role Hierarchy.
  - c. Let the VP of the Sales department, who will report directly to the senior VP, own all the Account records.
  - d. Let a “system user” own all the Account records without assigning any role to this user in Role Hierarchy.
48. Universal Containers (UC) is expecting to have nearly 5 million shipment records in its Salesforce org. Each shipment record has up to 10 child shipment item records. The Shipment custom object has an Organization-wide Default (OWD) sharing model set to Private and the Shipment Item custom object has a Master-Detail relationship to Shipment. There are 25 sharing rules set on the Shipment custom object, which allow shipment records to be shared to each of UC’s 25 business areas around the globe. These sharing rules use public groups, one for each business area plus a number of groups for management and support roles. UC has a high turnover of Sales Reps and often needs to move Sales Reps between business areas in order to meet local demand. What feature would ensure that performance, when moving Sales Reps between regions, remains adequate while meeting existing requirements?
- a. Implement data archiving for old Shipment records.
  - b. Contact Salesforce to enable Defer Sharing Rules
  - c. Configure shipment OWD to Public Read/Write.
  - d. Contact Salesforce to create Skinny tables on Shipment.
49. Universal Containers (UC) has implemented Sales Cloud and it has been noticed that Sales reps are not entering enough data to run insightful reports and dashboards. UC executives would like to monitor and measure data quality metrics. What solution addresses this requirement?
- a. Export the data to an enterprise data warehouse and use BI tools for data quality.
  - b. Use third-party AppExchange tools to monitor and measure data quality.
  - c. Generate reports to view the quality of sample data.
  - d. Use custom objects and fields to calculate data quality.
50. Universal Containers wants to develop a dashboard in Salesforce that will allow Sales Managers to do data exploration using their mobile device (i.e., drill down into sales-related data) and have the possibility of adding ad-hoc filters while on the move. What is a recommended solution for building data exploration dashboards in Salesforce?
- a. Create a Dashboard using Analytics Cloud that will allow the user to create ad-hoc lenses and drill down.
  - b. Create a Dashboard in an external reporting tool, export data to the tool, and embed the dashboard in Salesforce using the Canva toolkit.

- c. Create a Dashboard in an external reporting tool, export data to the tool, and add link to the dashboard in Salesforce.
  - d. Create a standard Salesforce Dashboard and connect it to reports with the appropriate filters.
51. Due to regulatory and legal requirements, Universal Containers needs to capture any field and metadata changes, such as login, file download, etc. What solution is recommended for this requirement?
- a. Use a custom object and trigger to capture changes.
  - b. Use a third-party AppExchange app to capture changes.
  - c. Use Event Monitoring to capture these changes.
  - d. Use a field audit trail to capture field changes.
52. Universal Containers (UC) is facing data quality issues where Sales Reps are creating duplicate customer accounts, contacts, and leads. UC wants to fix this issue immediately by prompting users about a record that possibly exists in Salesforce. UC wants a report regarding duplicate records. What would be the recommended approach to help UC start immediately?
- a. Create a before insert and update trigger on account, contact, and lead, and send an error if a duplicate is found using a custom matching criteria.
  - b. Create a duplicate rule for account, lead, and contact, use standard matching rules for these objects, and set the action to report and alert for both creates and edits.
  - c. Create a duplicate rule for account, lead, and contact, use standard matching rules for these objects, and set the action to block for both creates and edits.
  - d. Create an after insert and update trigger on the account, contact and lead, and send an error if a duplicate is found using a custom matching criteria.
53. Universal Containers would like to have a Service-Level Agreement (SLA) of 1 day for any data loss due to unintentional or malicious updates of records in Salesforce. What approach should be suggested to address this requirement?
- a. Build a daily extract job and extract data to on-premise systems for long-term backup and archival purposes.
  - b. Schedule a Weekly Extract Service for key objects and extract data in XL sheets to on-premise systems.
  - c. Store all data in shadow custom objects on any updates and deletes, and extract them as needed.
  - d. Evaluate a third-party AppExchange app, such as OwnBackup or Spanning, etc., for backup and archival purposes.
54. Universal Containers (UC) has several custom Visualforce applications have been developed in which users are able to edit Opportunity records. UC struggles with data completeness on their Opportunity records and has decided to make certain fields required that have not been in the past. The newly required fields are dependent on the Stage of the Opportunity, such that certain fields are only required once an Opportunity advances to later stages. There are two fields. What is the simplest approach to handle this new requirement?
- a. Update the Opportunity page layout to mark these fields as required.
  - b. Use a validation rule for each field that takes the Stage into consideration.
  - c. Write an Apex trigger that checks each field when records are saved.
  - d. Update these Opportunity field definitions in Setup to be required.

55. Universal Containers (UC) has a custom discount request object set as a detail object with a custom product object as the master. There is a requirement to allow the creation of generic discount requests without the custom product object as its master record. What solution should an Architect recommend to UC?
- A. Remove the master-detail relationship and keep the objects separate.
  - B. Mandate the selection of a custom product for each discount request.
  - C. Create a placeholder product record for the generic discount request.
  - D. Change the master-detail relationship to a lookup relationship.
56. Universal Containers (UC) has 1,000 accounts and 50,000 opportunities. UC has an enterprise security requirement to export all sales data outside of Salesforce on a weekly basis. The security requirement also calls for exporting key operational data that includes events such as file downloads, logins, logouts, etc. Which two recommended approaches would address the above requirement?
- a. Use Field Audit History to capture operational data and extract it to on-premise systems.
  - b. Use a custom built extract job to extract operational data to on-premise systems.
  - c. Use Event Monitoring to extract event data to on-premise systems.
  - d. Use Weekly Export to extract transactional data to on-premise systems.
57. Universal Containers is integrating a new Opportunity engagement system with Salesforce. According to their Master Data Management strategy, Salesforce is the system of record for Account, Contact, and Opportunity data. However, there does seem to be valuable Opportunity data in the new system that potentially conflicts with what is stored in Salesforce. What is the recommended course of action to appropriately integrate this new system?
- a. The MDM strategy defines Salesforce as the system of record, so Salesforce Opportunity values prevail in all conflicts.
  - b. The Opportunity engagement system should become the system of record for Opportunity records.
  - c. Stakeholders should be brought together to discuss the appropriate data strategy moving forward.
  - d. A policy should be adopted so that the system whose record was most recently updated should prevail in conflicts.