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QUESTION 1

Universal Containers is building a Salesforce application to track Contacts and the respective Conferences that they have attended with the following requirements:

1.

Contacts will be stored in the standard Contact object.

2.

Conferences will be stored in a custom Conference__c object.

3.

Each Contact may attend multiple Conferences and each Conference may be related to multiple Contacts.

How should a data architect model the relationship between the Contact and Conference__c objects?

- A. Implement a Contact Conference junction object with master-detail relationships to both Contact and Conference__c.
- B. Create a master-detail relationship field on the Conference__c object
- C. Create a lookup relationship field on the Contact object.
- D. Create a master-detail relationship field on the Contact object.

Correct Answer: D

QUESTION 2

Universal Containers (UC) is in the process of selling half of its company. As part of this split, UC's main Salesforce org will be divided into two org: org A and org B, UC has delivered these requirements to its data architect

1.

The data model for Org B will drastically change with different objects, fields, and picklist values.

2.

Three million records will need to be migrated from org A to org B for compliance reasons.

3.

The migrate will need occur within the next two month, prior to be split.

Which migrate strategy should a data architect use to successfully migrate the date?

- A. use as ETL tool to orchestrate the migration.



- B. Use Data Loader for export and Data Import Wizard for import
- C. Write a script to use the Bulk API
- D. Use the Salesforces CLI to query, export, and import

Correct Answer: C

QUESTION 3

A large automobile company has implemented Salesforce for its sales associates. Leads flow from its website to Salesforce using a batch integration in Salesforce. The batch job converts the leads to Accounts in Salesforce. Customers visiting their retail stores are also created in Salesforce as Accounts.

The company has noticed a large number of duplicate Accounts in Salesforce. On analysis, it was found that certain customers could interact with its website and also visit the store. The sales associates use Global Search to search for customers in Salesforce before they create the customers.

Which scalable option should a data architect choose to implement to avoid duplicates?

- A. Create duplicate rules in SF to validate duplicates during the account creation process
- B. Implement a MDM solution to validate the customer information before creating Accounts in SF.
- C. Build Custom search based on fields on Accounts which can be matched with customer when they visit the store
- D. Customize Account creation process to search if customer exists before creating an Account.

Correct Answer: A

Reference: https://help.salesforce.com/articleView?id=duplicate_prevention.htm&type=5

QUESTION 4

In their legacy system. Universal Containers has a monthly accounts receivable report that compiles data from Accounts, Contacts, Opportunities, Orders. and Order Line Items. What difficulty will an architect run into when implementing this in Salesforce?

- A. Salesforce allows up to four objects in a single report type.
- B. Salesforce does not support Orders or Order Line Items.
- C. A report cannot contain data from Accounts and Contacts.
- D. Custom report types cannot contain Opportunity data.

Correct Answer: A

QUESTION 5

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. Missing phone number on the Contact record.
- B. Customer phone number has changed on the Contact record.
- C. Duplicate Contact records exist in the system.
- D. Duplicate Activity records on a Contact.

Correct Answer: C

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