

DATA-ARCHITECTURE-AND-MANAGEMENT-DESIGNER^{Q&As}

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QUESTION 1

Universal Containers has large amount of orders coming in from its online portal. Historically all orders are assigned to a generic user.

Which two measures should a data architect recommend to avoid any performance issues while working with large number of order records? (Choose two.)

- A. Clear the role field in the generic user record.
- B. Salesforce handles the assignment of orders automatically and there is no performance impact.
- C. Create a role at top of role hierarchy and assign the role to the generic user.
- D. Create a pool of generic users and distribute the assignment of memory to the pool of users.

Correct Answer: AC

QUESTION 2

DreamHouse Realty has an integration that creates records in a Salesforce Custom Object. The Custom Object has a field marked as required on the page layout.

DreamHouse Realty has noticed that many of the records coming from the external system are missing data in this field.

The Architect needs to ensure this field always contains data coming from the source system.

Which two approaches should the Architect take? (Choose two.)

- A. Set up a Validation Rule to prevent blank values.
- B. Create a Workflow to default a value into this field.
- C. Mark the field required in setup at the field level.
- D. Blame the customer\\'s external system for bad data.

Correct Answer: AC

QUESTION 3

A casino is implementing Salesforce and is planning to build a customer 360-degree view for a customer who visits its resorts. The casino currently maintains the following systems that record customer activity:

1.



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Point-of-sale system: All purchases for a customer

2.

Salesforce: All customer service activity and sales activities for a customer

3.

Mobile app: All bookings, preferences, and browser activity for a customer

4.

Marketing: All email, SMS, and social campaigns for a customer

Customer service agents using Salesforce would like to view the activities from all four systems to provide support to customers. The information has to be current and real time.

What strategy should the data architect implement to satisfy this requirement?

- A. Explore external data sources in Salesforce to build 360-degree view of customer
- B. Periodically upload summary information in Salesforce to build 360-degree view
- C. Migrate customer activities from all four systems into Salesforce
- D. Use a customer data mart to view the 360-degree view of customer

Correct Answer: C

QUESTION 4

Northern Trail Outfitters (NTO) has a variety of customers that include householder, businesses, and individuals.

The following conditions exist within its system:

NTO has a total of five million customers.

Duplicate records exist, which is replicated across many systems, including Salesforce. Given these conditions, there is a lack of consistent presentation and clear identification of a customer record.

Which three option should a data architect perform to resolve the issues with the customer data?

- A. Create a unique global customer ID for each customer and store that in all system for referential identity.
- B. Use Salesforce CDC to sync customer data cross all systems to keep customer record in sync.
- C. Invest in data duplicate tool to de-dupe and merge duplicate records across all systems.
- D. Duplicate customer records across the system and provide a two-way sync of data between the systems.
- E. Create a customer master database external to Salesforce as a system of truth and sync the customer data with all systems.



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Correct Answer: ACE

QUESTION 5

A customer is facing locking issued when importing large data volumes of order records that are children in a masterdetail relationship with the Account object. What is the recommended way to avoid locking issues during import?

- A. Import Account records first followed by order records after sorting order by OrderID.
- B. Import Account records first followed by order records after sorting orders by AccountID.
- C. Change the relationship to Lookup and update the relationship to master-detail after import.
- D. Import Order records and Account records separately and populate AccountID in orders using batch Apex.

Correct Answer: B

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