



# MUTHAYAMMAL ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi, Accredited by NAAC & Affiliated to Anna University)

Rasipuram - 637 408, Namakkal Dist., Tamil Nadu.

## Department of Computer Science and Engineering Question Bank - Academic Year (2021-22)

**Course Code & Course Name : 19CSE19/ SALESFORCE CRM AND PLATFORM**

**Year/Sem/Sec : III/V/A**

### Unit-I: INTRODUCTION TO SALESFORCE

#### Part-A (2 Marks)

1. Define the role of Object in Salesforce
2. Mention the types of app we can create in salesforce
3. Write the Salesforce Standard Field applied TrailHead
4. Role of Audit trail in Salesforce
5. List out the benefits of using Salesforce CRM
6. State profile? Can two users have the same profile
7. How many relationships do we have in Salesforce
8. Compare Master-Detail relationship and "Lookup Relationship"
9. Draw the workflow in Salesforce?
10. List some examples of custom field

#### Part-B (16 Marks)

1. Describe Salesforce objects and its types. Write the steps for creating a custom object and custom fields. (16)
2. Summaries a record type and how to implement a record types with its pick list values. (16)
3. Apply the validation rules and workflow rules in process automation with an example of any standard object like account. (16)
4. Classify the different security levels in salesforce and how to configure each and every level. (16)
5. Customize how the records get approved by salesforce approval process. (16)

### Unit-II: SALESFORCE CRM FUNCTIONALITY

#### Part-A (2 Marks)

1. Define CRM.
2. How much does CRM cost?
3. Should I buy CRM solution or build a customized one.
4. List the technologies to be used to develop CRM.

5. How long does it take to implement CRM solution?
6. List the modules can be included in CRM.
7. State the difference between on-premise and cloud-based CRM.
8. List the companies can benefit from CRM.
9. Mention the advantages of using CRM on mobile devices.
10. List the difference between ERP and CRM. How can they be integrated?

**Part-B (16 Marks)**

1. How to create a sales process and use opportunities in salesforce?
2. Define salesforce CRM and discuss about important objects in salesforce.
3. Briefly explain about lead to opportunity stages Conversion in salesforce.
4. Explain in detail about service process in Salesforce CRM.
5. How to implement lead/case assignment rules in salesforce

**Unit-III: APEX PROGRAMMING BASICS**

**Part-A (2 Marks)**

1. How can we hard delete a record using a Apex Class by code.
2. Define Batch Apex
3. Mention the types of Collection available in Apex
4. Write the DML statement available in Apex .
5. Define SOQL
6. List the syntax of Map method available in Apex
7. What will be result of the following code if there are 2 account named saving Account  
a=(Select ID ,namefrom Account where name="Sriram")
8. Compare the difference between SOQL and SOSL?
9. Define Role of an Apex transaction
10. How to get the User ID of all the currently logged in users using Apex code?

**Part-B (16 Marks)**

1. Explain the role of Apex Programming in salesforce.
2. Discuss the Dynamic SOQL
3. Summaries the relationship using Query in Apex Programming
4. Create an Apex class that inserts a new account named after an incoming parameter. If the account is successfully inserted, the method should return the account record. If a DML exception occurs, the method should return null.
  - a) The Apex class must be called AccountHandler and be in the public scope
  - b) The Apex class must have a public static method called insertNewAccount
  - c) The method must accept an incoming string as a parameter, which will be used

to create the Account name

- d) The method must insert the account into the system and then return therecord
  - e) The method must also accept an empty string, catch the failed DML and then return null
5. Create an Apex class that returns both contacts and leads that have first or last name matching the incoming parameter.
- a) The Apex class must be called ContactAndLeadSearch and be in the public scope
  - b) The Apex class must have a public static method called searchContactsAndLeads
  - c) The method must accept an incoming string as a parameter
  - d) The method should then find any contact or lead that matches the string as part of either the first or last name
  - e) The method should finally use a return type of List<List<SObject>>

#### **Unit-IV: APEX PROGRAMMING DEVELOPMENT**

##### **Part-A (2 Marks)**

1. Justify, which situation the trigger can be used in Salesforce.
2. Give notes on Business logic in Salesforce.
3. List any five important Trigger context variables.
4. What is Bulkification?
5. Define Batch Apex.
6. Illustrate an Apex Transactions.
7. State Governor limits in salesforce.
8. How to identify a save order of execution in salesforce
9. Role of API callout.
10. Short out Developer Console in salesforce.

##### **Part-B (16 Marks)**

1. Explain about Apex Trigger in Salesforce and how to call a class method using trigger with an example of Contact object.
2. Discuss in detail about best practices salesforce apex trigger.
3. Summarize in detail about Apex Transactions in Salesforce.
4. How to implement business logic in apex class with an example
5. Briefly describe about Asynchronous Apex and its types of operations

## **Unit-V: VISUALFORCE DEVELOPMENT**

### **Part-A (2 Marks)**

1. What is Visualforce?
2. Draw the Visualforce architecture with neat sketch.
3. Differentiate a custom controller and standard controller.
4. List out the important tags in Visualforce.
5. Write the steps to create Visualforce Page in salesforce.
6. To demonstrate a sample CSS code for changing the font size.
7. Justify, how to associating a standard controller with a Visualforce Page
8. Define S-Control
9. Mention the permissions are required for Visualforce development
10. Illustrate where can Visualforce Pages be used

### **Part-B (16 Marks)**

1. Briefly discuss about defining object methods in Visualforce.
2. How to implement the order of execution for visualforce page get requests in detail.
3. Summaries the mass-updating records with a custom list controller.
4. How can you create a custom controller with the messaging class to integrating email with Visualforce and its steps.
5. How to build a table of data in page? Write the necessary steps for crate a table in Visualforce

**Course Faculty**

**HoD**