

Certified Data Architecture and Management Designer.28q

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Time Limit: 120 min

Salesforce Certified Data Architecture and Management Designer



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Exam A

QUESTION 1

Ursa Major Solar has defined a new Data Quality Plan for their Salesforce data.

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Which two approaches should an Architect recommend to enforce the plan throughout the organization? (Choose two.)

- A. Ensure all data is stored in an external system and set up an integration to Salesforce for view-only access.
- B. Schedule reports that will automatically catch duplicates and merge or delete the records every week.
- C. Enforce critical business processes by using Workflow, Validation Rules, and Apex code.
- D. Schedule a weekly dashboard displaying records that are missing information to be sent to managers for review.

Correct Answer: CD

Section: (none)

Explanation



Explanation/Reference:

QUESTION 2

Get Cloudy Consulting uses Salesforce for tracking opportunities (Opportunity) and currently has the following environment:

- An internal ERP system is in place for tracking services and invoicing.
- The ERP system supports SOAP API and CData for bi-directional integration between Salesforce and the ERP system.
- 950,000 opportunities exist; for each opportunity, the company sends one invoice per month during a 12-month period.

Get Cloudy Consulting sales reps must view current invoice status and invoice amount from the opportunity page.

When creating an object to model invoices, what should the Architect suggest, considering performance and data storage space?

- A. Create an external object Invoice_x with a Lookup relationship with Opportunity.
- B. Create a custom object Invoice_c with a Lookup relationship with Opportunity.
- C. Retrieve the current status from the ERP by using Streaming API, and display on the Opportunity page.

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D. Create a custom object Invoice_c with a master-detail relationship with Opportunity.

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 3

Universal Containers has a custom object with millions of rows of data.

When executing SOQL queries, which three options prevent a query from being selective? (Choose three.)

- A. Utilizing NOT and != operators.
- B. Utilizing a custom index on a deterministic formula field.
- C. Using leading % wildcards.
- D. Performing large loads and deletions.
- E. Using trailing % wildcards.



Correct Answer: BCE

Section: (none)

Explanation

Explanation/Reference:

QUESTION 4

Get Cloudy Consulting has the following environment:

- All accounts and opportunities are created in Salesforce.
- Salesforce is integrated with three systems:
 - An ERP system feeds order data into Salesforce and updates both Account and Opportunity records.
 - An accounting system feeds invoice data into Salesforce and updates both Account and Opportunity records.
 - A commission system feeds commission data into Salesforce and updates both Account and Opportunity records.

How should an Architect determine which of these systems is the system of record?

- A. Account and opportunity data originates in Salesforce, and therefore Salesforce is the system of record.

- B. By default, the system of record is determined by the last integration process that runs.
- C. Whichever system updates the attribute or object should be the system of record for that field or object.
- D. Data flows should be reviewed with the business users to determine the system of record per object or field.

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 5

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. Make the field required at the object level.
- D. Communicate that DreamHouse Realty's external system has bad data.

Correct Answer: AC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 6

Salesforce is being deployed in Ursa Major Solar's disparate, multi-system ERP environment. Ursa major Solar wants to maintain data synchronization between systems.

Which two techniques should be used to achieve this goal? (Choose two.)

- A. Integrate Salesforce with the ERP environment.

- B. Utilize workbench to update files within systems.
- C. Utilize an MDM strategy to outline a single source of truth.
- D. Build synchronization reports and dashboards.

Correct Answer: AC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 7

Get Cloudy Consulting needs to evaluate the completeness and consistency of contact information in Salesforce. Their sales reps often have incomplete information about their accounts and contacts. Additionally, they are not able to interpret the information in a consistent manner. Get Cloudy Consulting has identified certain ""key"" fields which are important to their sales reps.

What are two actions Get Cloudy Consulting can take to review their data for completeness and consistency? (Choose two.)

- A. Run one report per key field, grouped by that field, to understand its data variability.
- B. Run a process that can fill in default values for blank fields.
- C. Run a report that shows the percentage of blanks for the important fields.
- D. Run a report which shows the last time the key fields were updated.

Correct Answer: CD

Section: (none)

Explanation

Explanation/Reference:

QUESTION 8

DreamHouse Realty has a Salesforce deployment that manages Sales, Support, and Marketing efforts in a multi-system ERP environment. The company recently reached the limits of native reports and dashboards and needs options for providing more analytical insights. What are two approaches an Architect should recommend? (Choose two.)

- A. Weekly Snapshots
- B. Einstein Analytics

- C. Setup Audit Trails
- D. AppExchange Apps

Correct Answer: BD

Section: (none)

Explanation

Explanation/Reference:

QUESTION 9

A company has 12 million records, and a nightly integration queries these records.

Which two areas should a Data Architect investigate during troubleshooting if queries are timing out? (Choose two.)

- A. Make sure the query doesn't contain NULL in any filter criteria.
- B. Create a formula field instead of having multiple filter criteria.
- C. Create custom indexes on the fields used in the filter criteria.
- D. Modify the integration users' profile to have View All Data.

Correct Answer: AC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 10

Cloud Kicks currently has a Public Read/Write sharing model for the company's Contacts. Cloud Kicks management team requests that only the owner of a contact record be allowed to delete that contact.

What should an Architect do to meet these requirements?

- A. Set the profile of the users to remove delete permission from the Contact object.
- B. Check if the current user is **NOT** the owner by creating a "before delete" trigger.
- C. Set the Sharing settings as Public Read Only for the Contact object.
- D. Check if the current user is **NOT** the owner by creating a validation rule on the Contact object.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 11

Every year, Ursa Major Solar has more than 1 million orders. Each order contains an average of 10 line items. The Chief Executive Officer (CEO) needs the Sales Reps to see how much money each customer generates year-over-year. However, data storage is running low in Salesforce.

Which approach for data archiving is appropriate for this scenario?

- A. 1. Annually export and delete order line items.
2. Store them in a zip file in case the data is needed later.
- B. 1. Annually aggregate order amount data to store in a custom object.
2. Delete those orders and order line items.
- C. 1. Annually export and delete orders and order line items.
2. Store them in a zip file in case the data is needed later.
- D. 1. Annually delete orders and order line items.
2. Ensure the customer has order information in another system.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 12

DreamHouse Realty has a legacy system that captures Branch Offices and Transactions. DreamHouse Realty has 15 Branch Offices. Transactions can relate to any Branch Office. DreamHouse Realty has created hundreds of thousands of Transactions per year.

A Data Architect needs to denormalize this data model into a single Transaction object with a Branch Office picklist.

What are two important considerations for the Data Architect in this scenario? (Choose two.)

- A. Standard list view in-line editing. B. Limitations on Org data storage.
- C. Bulk API limitations on picklist fields.

D. Limitations on master-detail relationships.

Correct Answer: BC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 13

A manager at Cloud Kicks is importing Leads into Salesforce and needs to avoid creating duplicate records.

Which two approaches should the manager take to achieve this goal? (Choose two.)

- A. Acquire an AppExchange Lead de-duplication application.
- B. Implement Salesforce Matching and Duplicate Rules.
- C. Run the Salesforce Lead Mass de-duplication tool.
- D. Create a Workflow Rule to check for duplicate records.

Correct Answer: AB

Section: (none)

Explanation

Explanation/Reference:

QUESTION 14

Cloud Kicks needs to purge detailed transactional records from Salesforce. The data should be aggregated at a summary level and available in Salesforce.

What are two automated approaches to fulfill this goal? (Choose two.)

- A. Third-party Integration Tool (ETL)
- B. Schedulable Batch Apex
- C. Third-party Business Intelligence system
- D. Apex Triggers

Correct Answer: AB



Section: (none)

Explanation

Explanation/Reference:

QUESTION 15

DreamHouse Realty needs an Architect to develop a solution that will integrate data and resolve duplicates and discrepancies between Salesforce and one or more external systems.

What are two important questions the Architect should answer when determining whether to use Master Data Management in the solution? (Choose two.)

- A. Are the systems cloud-based or on-premise?
- B. Does the system of record change for different tables?
- C. How many systems are integrating with each other?
- D. Will Salesforce replace a legacy system?

Correct Answer: BC

Section: (none)

Explanation

Explanation/Reference:



QUESTION 16

Get Cloudy Consulting uses an invoicing system that has specific requirements. One requirement is that attachments associated with the Invoice_c custom object be classified by Types (i.e., ""Purchase Order"", ""Receipt"", etc.) so that reporting can be performed on invoices showing the number of attachments grouped by Type.

What should an Architect do to categorize the attachments to fulfill these requirements?

- A. Add additional options to the standard ContentType picklist field for the Attachment object.
- B. Add a ContentType picklist field to the Attachment layout and create additional picklist options.
- C. Create a custom picklist field for the Type on the standard Attachment object with the values.
- D. Create a custom object related to the Invoice object with a picklist field for the Type.

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 17

An Architect needs to document the data architecture for a multi-system, enterprise Salesforce implementation.



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artifacts should the Architect use? (Choose two.)

- A. User stories
- B. Data model
- C. Integration specification
- D. Non-functional requirements



Correct Answer: BC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 18

Get Cloud Consulting needs to integrate two different systems with customer records into the Salesforce Account object. So that no duplicate records are created in Salesforce, Master Data Management will be used.

An Architect needs to determine which system is the system of record on a field level.

What should the Architect do to achieve this goal?

- A. Master Data Management systems determine system of record, and the Architect doesn't have to think about what data is controlled by what system.

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- B. Key stakeholders should review any fields that share the same purpose between systems to see how they will be used in Salesforce.
- C. The database schema for each external system should be reviewed, and fields with different names should always be separate fields in Salesforce.
- D. Any field that is an input field in either external system will be overwritten by the last record integrated and can never have a system of record.

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 19

A business that works directly with individual consumers (B2C) currently has a home-grown CRM system, but they are moving to Salesforce. The business has 1.2 million consumer records and wants assistance with achieving optimal use of Salesforce functionality while also avoiding data loading issues.

What should an Architect recommend?

- A. Create one Account and load individual consumers as Contacts linked to that one Account.
- B. Create a Custom object IndividualConsumer_c to load all individual consumers.
- C. Load one Account record and one Contact record for each individual consumer.
- D. Load all individual consumers as Account records and avoid using the Contact object.

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 20

Members of DreamHouse Realty sales team are reporting that searches are yielding too many irrelevant, outdated records. Management requires that data for historical reporting. DreamHouse Realty has enough data storage.

In this situation, which strategy should a data architect use to ensure a better user experience for the Sales Reps?

- A. Hide old data from Sales Reps by setting data access to Private.
- B. Archive and purge old data from Salesforce on a monthly basis.
- C. Use Batch Apex to archive old data on a rolling nightly basis.
- D. Hide old data from Sales Reps by creating a Permission Set.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 21

DreamHouse Realty uses Custom Metadata Types instead of Custom setting.

What is an advantage of this decision?

- A. Custom metadata records are editable in Apex.
- B. Report definitions can include references to Custom Metadata Types.
- C. Custom metadata records are NOT copied from production to sandbox.
- D. Packages can be used to deploy Custom metadata records.

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:



QUESTION 22

An Architect needs to assist Get Cloudy Consulting to maintain Lead data, even after Lead records are deleted and the Recycle Bin emptied.

What should the Architect do to implement this solution?

- A. Send data to a Data Warehouse and mark Leads as deleted in that system.
- B. Use a Converted Lead report to display data on Leads that have been deleted.
- C. Use a Lead standard report and filter on the IsDeleted standard field.
- D. Query Salesforce with the queryAll API method or using the ALL ROWS SOQL keywords.

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 23

Get Cloudy Consulting needs to migrate a large volume of Contact data into Salesforce.com. This data migration will consist of the following:

- 95,000 existing contact records.
- 195,000 new contacts to be loaded.
- A Contact object, which as an external ID field that is unique and must be populated for all existing records.

Get Cloudy Consulting wants to reduce data load processing time.

What should an Architect recommend?

- A. First, delete all existing records, and then load all records together via the Insert operation.
- B. Determine new records versus existing records with an Upsert operation.
- C. Load Contact records together using the Streaming API via the Upsert operation.
- D. Load new records via the Insert operation and existing records via the Update operation.

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

**QUESTION 24**

Ursa Major Solar is performance testing a Lightning Platform application.

Which two statements are true about this testing? (Choose two.)

- A. Applications with highly customized code or large volumes should be performance tested.
- B. Every Lightning Platform application 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.

Correct Answer: AC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 25

Cloud Kicks is preparing to migrate a large amount of data from a legacy CRM system to Salesforce and wants to optimize the performance of this migration.

Which three approaches should be considered? (Choose three.)

- A. Remove custom indexes on the data being loaded.
- B. Evaluate whether the legacy system is still in use.
- C. Defer sharing calculations of the Salesforce Org.
- D. Deactivate approval processes and workflow rules.
- E. Evaluate the time zones of the User loading the data.

Correct Answer: ACD

Section: (none)

Explanation

Explanation/Reference:

QUESTION 26

A company needs to track field history on 50 Opportunity fields.



Which two actions can be taken to accomplish this goal? (Choose two.)

- A. Store a copy of the record when changed by using Analytic Snapshots.
- B. Create a custom object to store the previous and new field values.
- C. Select the 50 fields in the Opportunity Set History Tracking page.
- D. Create a custom object to store a copy of the record when changed.

Correct Answer: BD

Section: (none)

Explanation

Explanation/Reference:

QUESTION 27

Cloud Kicks has a Salesforce instance with 12,000 Account records. Managers at the company have noticed similar, but not identical, Account names and addresses.

The Chief Technology Officer (CTO) at Cloud Kicks is concerned about proper data quality.

Which steps should the CTO take to address this issue?

- A. 1. Use a service to standardize Account addresses.
2. Use a 3rd-party tool to merge Accounts based on rules.
- B. 1. Run a report.
2. Find Accounts whose name starts with the same five characters, and merge those Accounts.
- C. 1. Have the Account Owner clean their Accounts' addresses.
2. Merge Accounts with the same address.
- D. 1. Enable Account de-duplication by creating matching rules in Salesforce.
2. The system will then mass merge duplicate Accounts.

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:



QUESTION 28

Get Cloudy Consulting has a new Chief Technology Officer (CTO), who is preparing to move the company from a legacy CRM to Salesforce.

As part of a one-time migration, Get Cloudy Consulting will need to keep the original date when a contact was created in the legacy system.

Which steps should an Architect take to design the data migration solution?

- A. 1. Write an Apex trigger on the Contact object.
2. Insert event to set the original value in a standard CreatedDate field.
- B. 1. Enable the "Set Audit Fields upon Record Creation" user permission.
2. Assign the permission to the user loading the data for the duration of the migration.
- C. 1. Create a new field on Contact object to capture the Created Date.
2. Hide the standard CreatedDate field using Field-Level Security.
- D. 1. Migrate the data.
2. Perform an update on all records to set the original date in a standard CreatedDate field.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:



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