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Salesforce Certified Platform Data Architect Sample Questions (Q33-Q38):

NEW QUESTION # 33

Which tool helps prevent duplicate records?

- A. Workflow Rules
- **B. Matching Rules + Duplicate Rules**
- C. Validation Rules
- D. Process Builder

Answer: B

Explanation:

These detect and block or alert duplicates.

NEW QUESTION # 34

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.

Answer: A

Explanation:

A data quality problem that could cause customers to be called by multiple Sales Reps is having duplicate Contact records in the system. Duplicate records can result from data entry errors, data imports, or integrations with other systems. Duplicate records can lead to confusion, inefficiency, and customer dissatisfaction.

NEW QUESTION # 35

Universal Containers (UC) has three systems: Salesforce, a cloud -based ERP system, and an on - premise Order Management System (OMS). An architect has been tasked with creating a solution that uses Salesforce as the system of record for Leads and the OMS as the system of record for Account and Contacts. UC wants Accounts and Contacts to be able to maintain their names in each system (i.e., "John Doe" in the OMS and "Johnny Doe" in Salesforce), but wants to have a consolidated data store which links referenced records across the systems. What approach should an architect suggest so the requirements are met?

- A. Have Salesforce poll the OMS nightly and bring in the desired Accounts and Contacts.
- B. Use the Streaming API to send Account and Contact data from Salesforce to the OMS.
- C. Implement an integration tool to send OMS Accounts and Contacts to Salesforce.
- D. Implement a Master Data Management strategy to reconcile Leads, Accounts, and Contacts.

Answer: D

Explanation:

Implementing a Master Data Management strategy to reconcile Leads, Accounts, and Contacts is the approach that the architect should suggest so that the requirements are met for UC. A Master Data Management strategy can provide a consistent and unified view of data across multiple systems, by defining and enforcing rules for data quality, governance, and integration. A Master Data Management strategy can also handle complex scenarios where different systems have different systems of record for different entities or fields, and where data can be modified in different systems with different values. A Master Data Management strategy can also provide a consolidated data store that links referenced records across systems and enables cross-system reporting and analysis. The other options are not suitable or sufficient for meeting the requirements, as they would either not provide a consolidated data store, not handle different systems of record, or not allow data modification in different system

NEW QUESTION # 36

NTO would like to retrieve their SF orgs meta data programmatically for backup within a various external. Which API is the best fit for accomplishing this task?

- A. Bulk API in serial mode
- B. SOAP API
- C. Metadata API
- D. Tooling API

Answer: C

Explanation:

The best API for retrieving Salesforce org metadata programmatically is the Metadata API. The Metadata API provides access to the metadata that defines the structure and configuration of an org, such as custom objects, fields, workflows, security settings, etc. It also supports deploying, retrieving, creating, updating, and deleting metadata components. The Metadata API can be used with various tools, such as Ant, Workbench, or IDEs.

NEW QUESTION # 37

A large Automobile company has implemented SF for its Sales Associates. Leads flow from its website to SF using a batch integration in SF. The Batch job connects the leads to Accounts in SF. Customer visiting their retail stores are also created in SF as

Accounts.

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

Answer: D

Explanation:

The data architect should choose to implement duplicate rules in SF (Salesforce) to validate duplicates during the account creation process. Duplicate rules are a feature in Salesforce that allow users to define criteria and actions for detecting and preventing duplicate records. By creating duplicate rules for accounts, the data architect can ensure that any leads from the website or customers from the retail stores that match existing accounts in Salesforce are flagged or blocked before they are created as new accounts. This will help avoid duplicate accounts in Salesforce and maintain data quality.

NEW QUESTION # 38

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