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## FIN 301 Fall 2021 – Exam 1 Study Guide

FIN 301 Exam 1 will cover chapters 1, 2, 3 and 4 of the Fundamental of Corporate Finance textbook. The exam will be comprised of 50 questions worth 2 points per question for a total exam score of 100 points. *The exam will be administered at the ISU Testing Center. The exam must be taken without the assistance of other students, the course textbook, Connect or your personal notes.* You are allowed to use a financial calculator, scratch paper and pencil while taking the exam. You will have 75 minutes to complete the exam.

- **Chapter 1 – Introduction to Corporate Finance**
  - Understand the chain of command and reporting relationships in a corporate organization structure.
  - Understand the differences between capital budgeting and capital structure decisions and identify examples of each.
  - Understand the composition of Working Capital and what balance sheet accounts are used to calculate it.
  - By understanding the composition of what goes into Working Capital, be able to identify a Working Capital decision.
  - Be able to explain what a company's capital structure represents.
  - Understand the characteristics of a Sole Proprietorship, Partnership and Corporation
  - Be able to explain what management's primary financial objective is.
  - Understand Sarbanes-Oxley and the responsibilities associated with it.
  - Understand the Agency Problem and types of agency costs incurred by a corporation
- **Chapter 2 – Financial Statements, Taxes and Cash Flow**
  - Understand liquidity as it relates to the balance sheet and the level of liquidity associated with balance sheet accounts.
  - Understand the various types of financial statements and the type of data that is presented on each of the statements.
  - Be able to explain how cash and non-cash items impact cash flow.
  - Understand the differences between marginal and average tax rates and how to calculate each.
  - Understand cash flow terminology and be able to define Operating Cash Flow, Cash Flow from Assets and Free Cash Flow.
  - Be able to perform calculations to determine:
    - Net Working Capital
    - Book Value versus Market Value
    - Net Income: by using income statement line items and tax rates
    - Net Income: by adding together Dividend Paid and Additions to Retained Earnings
    - Net Income: by multiplying Sales by a company's profit margin

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## Salesforce Certified B2B Solution Architect Sample Questions (Q91-Q96):

### NEW QUESTION # 91

Universal Containers (UC) is using Sales Cloud and Service Cloud. UC wants a solution that can send scheduled emails on a daily, weekly, or monthly basis to existing customers and prospects. UC also wants to track if customers have opened the emails. There can be as little as 1,000 emails in a week or as many as 100,000 emails in a month, depending on the season.

Based on that criteria, which solution should the Solution Architect recommend to UC?

- A. Set up scheduled flows to handle email sending and tracking.
- **B. Recommend Marketing Cloud Account Engagement.**
- C. Recommend Marketing Cloud Personalization.
- D. Develop a custom solution using scheduled Apex to send emails.

**Answer: B**

Explanation:

For Universal Containers' requirements of sending scheduled emails and tracking opens, Marketing Cloud Account Engagement (formerly Pardot) is the recommended solution. It is specifically designed for B2B marketing automation, including email campaigns, lead nurturing, and engagement tracking. Marketing Cloud Account Engagement can handle the variable volume of emails and provides detailed analytics on email interactions, ensuring UC can effectively communicate with its audience and gain insights into campaign performance, in line with Salesforce's marketing automation best practices.

### NEW QUESTION # 92

UC Foods, a global manufacturing organization, builds and sells a variety of food processing equipment on its B2B Commerce site. Customers often tailor their equipment by selecting from several product variants.

Depending on the options selected, an order will sometimes require manual intervention by a sales person to determine the price for the customized piece of equipment.

Once the machines have been purchased, each machine comes with a 1-year warranty, which entitles the customer to quarterly visits to inspect and perform maintenance on the machines to keep them in proper working order.

How can a Solution Architect use a multi-cloud solution to address the needs of the organization to efficiently support the selling of equipment and planning of quarterly visits for the machines?

- A. Use the B2B Commerce aggregated product or dynamic kits to drive the selection of the product options, then create a CPQ quote when manual intervention is required. For the quarterly visits, use Service Contracts and Entitlements.
- **B. Use the B2B Commerce aggregated product or dynamic kits to drive the selection of the product options, then create a CPQ quote when manual intervention is required. For the quarterly visits, use Field Service Maintenance Plans.**
- C. Use a third-party plugin configurator to support the selection of the product options, then create a CPQ quote when manual intervention is required. For the quarterly visits, use Field Service Maintenance Plans.
- D. Use the B2B Commerce aggregated product or dynamic kits to drive the selection of the product options, then automatically create a case when manual intervention is required. For the quarterly visits, use Service Contracts and Entitlements.

**Answer: B**

Explanation:

Utilizing B2B Commerce for product selection allows customers to tailor their equipment with available options. When customization requires sales intervention, CPQ facilitates accurate pricing and quoting. For post-sale service, Salesforce Field Service's Maintenance Plans automate scheduling of regular maintenance visits, ensuring consistent service delivery and optimizing resource planning.

### NEW QUESTION # 93

AC Computers is getting ready to go live with automated subscription invoicing using Sales Cloud and Revenue Cloud. AC Computers' primary goal is to retire its homegrown system used for manual invoicing and migrate any outstanding bookings. The company wants to make sure there is little disruption to a customer's current invoicing schedule when it goes live with Salesforce Billing and retires the existing system.

Which three recommendations should a Solution Architect make to reduce customer impact?

Choose 3 answers

- **A. Migrate all historical payment methods from the homegrown system**
- **B. Provide training and enablement for end users and admins prior to go live.**

- C. Utilize the standard user adoption reports and dashboards to track invoice data.
- D. **Compare invoices as produced in both systems to ensure customer invokes are as expected.**
- E. Create a release and change management process to incorporate feedback and fix issues.

**Answer: A,B,D**

Explanation:

To minimize disruption during the transition to Salesforce Billing, migrating historical payment methods ensures continuity in payment processes and customer convenience. Providing comprehensive training and enablement for end users and admins is crucial for smooth adoption and effective use of the new system.

Comparing invoices from both systems helps verify accuracy and consistency, ensuring that customers receive correct billing information, thus maintaining trust and satisfaction. These steps are in line with Salesforce's best practices for system migration and adoption, emphasizing the importance of data integrity, user preparedness, and continuity in customer-facing processes during system transitions.

#### **NEW QUESTION # 94**

Northern Trail Outfitters (NTO) is transforming its service experience. NTO has created a RACI matrix to understand the key stakeholders' responsibilities for activities and decisions during a Salesforce Field Service discovery workshop.

Which three NTO stakeholders should a Solution Architect recommend be defined as Consulted during the discovery workshop?  
Choose 3 answers

- A. NTO employee representing a typical customer
- B. **Business Analyst**
- C. **Field Service Agent**
- D. **Field Service Manager**
- E. Project Manager

**Answer: B,C,D**

Explanation:

During the discovery workshop for Salesforce Field Service, consulting with the Field Service Manager, Business Analyst, and Field Service Agent is essential. The Field Service Manager provides insight into operational needs and challenges, the Business Analyst contributes an understanding of technical requirements and process optimizations, and the Field Service Agent offers a frontline perspective on service delivery and customer interactions. Involving these stakeholders ensures that the solution architect gathers comprehensive insights into the service operations, aligning the Salesforce Field Service implementation with the actual needs and workflows of the organization, consistent with Salesforce's best practices for stakeholder engagement in discovery sessions.

#### **NEW QUESTION # 95**

Universal Containers (UC) currently has Sales Cloud for its direct Sales team and is about to implement Revenue Cloud for them as well. UC is also bringing in Experience Cloud for its indirect Sales team which will integrate with Sales Cloud and Revenue Cloud. The CIO would like to make sure they are working from a single operating model when it comes to defining their cross-departmental process and data utilization. The CIO wants to make sure there is no duplication of any data or processes that will require data hygiene constantly because of duplicative efforts.

What are the two initial questions a Solution Architect should ask the business in order to select the right operating model for business process standardization?

Choose 2 answers

- A. **Is the data shared between the direct Sales team and indirect Sales team?**
- B. How critical are the business processes?
- C. **Are the processes the same for the direct Sales team and indirect Sales team?**
- D. Can the direct Sales team use the standard functionality?

**Answer: A,C**

Explanation:

According to SOGAF Operating Models1, an operating model has two dimensions: business process standardization and business process integration. Business process standardization refers to how similar or different are the processes across different units of an organization, such as direct and indirect sales teams.

Business process integration refers to how much data is shared across different units of an organization, such as direct and indirect

sales teams.

By asking these two questions, a Solution Architect can determine which of the four types of operating models (coordination, diversification, replication, or unification) best suits Universal Containers' needs for cross-departmental process and data utilization<sup>1</sup>. To select the right operating model, the Solution Architect should ask:

- \* C. Are the processes the same for the direct Sales team and indirect Sales team? Understanding if the sales processes differ significantly between teams will influence the design of the operating model.
- \* D. Is the data shared between the direct Sales team and indirect Sales team? Knowing how data is shared helps to determine the extent to which systems need to be integrated and whether data duplication can be avoided.

## NEW QUESTION # 96

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