Roll No ☐☐☐☐☐☐☐☐☐☐☐☐☐

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute)
Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow
MCA
FIRST YEAR (SEMESTER-II) THEORY EXAMINATION   (2020-2021)
(Objective Type)

Subject Code: AMCA0212   **Max. Mks. : 70**
Subject: CRM using Salesforce   **Time   : 70 Minutes**

General Instructions:

All questions are compulsory.

Question No- 1 to 15 are objective type question carrying 2 marks each.

Question No- 16 to 35 are also objective type/Glossary based question carrying 2 marks each.

Q.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomization	Type	Difficulty	Correct	Option1	Option2	Option3	Option4
1	Stakeholder present in CRM includes		Single Choice Questions	Single Choice Questions	2		Single Choice	Smart	All of the These	Top management	Marketing Managers	Retail sales agents	All of the These
2	Factors that affects employee customer oriented behavior includes		Single Choice Questions	Single Choice Questions	2		Single Choice	Smart	All of these	Job satisfaction	Organizational commitment	Customer-oriented prosocial behavior	All of these
3	Who is Trailhead for?		Single Choice Questions	Single Choice Questions	2		Single Choice	Smart	Everyone	Developers	Admins	Business users	Everyone
4	What is a Trailhead playground?		Single Choice Questions	Single Choice Questions	2		Single Choice	Smart	An org you can use to test your Salesforce skills and complete hands-on challenges	A forum made up of other Trailhead users	A jungle gym where Astro and friends hang out	An org you can use to test your Salesforce skills and complete hands-on challenges	A series of modules and projects
5	A series of modules and projects		Single Choice Questions	Single Choice Questions	2		Single Choice	Smart	All of These	Serve as trusted advisor , helping you find the best ways to optimize salesforce	Design automated processes to help you work faster and smarter	Help you adopt new features and Design and deliver training	All of These
6	Number of operating models in core committees is _____		Single Choice Questions	Single Choice Questions	2		Single Choice	Brilliant	3	2	3	4	5
7	What is a key responsibility of the executive steering committee?		Single Choice Questions	Single Choice Questions	2		Single Choice	Smart	Vision, Strategy & Project Budget	Vision & Strategy	Assigning project resources	Project Budget	Vision, Strategy & Project Budget
8	What are some of the common human behaviors that cybercriminals exploit?		Single Choice Questions	Single Choice Questions	2		Single Choice	Smart	Conformity, Trust, and Curiosity	Morality, Envy, and Trust	Boredom, Curiosity and Fear	Conformity, Trust, and Curiosity	Fear, Hatred, Envy, and Jealousy
9	Storytelling is		Single Choice Questions	Single Choice Questions	2		Single Choice	Brilliant	More then Entertainment & Powerful Strategy for Business	More than just for entertainment	Powerful strategy used for business	More then Entertainment & Powerful Strategy for Business	None of These
10	Ideas are just a small sample of things you can do to bring people together is correlated with		Single Choice Questions	Single Choice Questions	2		Single Choice	Smart	Encouraging your team to dream and act	Encouraging your team to dream and act	Demotivate your team	All of these	None of these
11	A real life story can be		Single Choice Questions	Single Choice Questions	2		Single Choice	Smart	Inspirational and Informational	Inspirational	Related to business	Informational	Inspirational and Informational
12	What is one thing you can do to create culture on your virtual team?		Single Choice Questions	Single Choice Questions	2		Single Choice	Smart	Help your team setup their home offices	Keep things all business all the time	Wait to get together in person to celebrate birthday and achievements	Give your virtual direct reports the opportunity to travel to the office for improvement events	Help your team setup their home offices
13	A typical mortgage takes on average 46 days to close.		Single Choice Questions	Single Choice Questions	2		Single Choice	Brilliant	False	True	False		
14	Which of these is a key feature of Mortgages for Financial Services Cloud ?		Single Choice Questions	Single Choice Questions	2		Single Choice	Brilliant	Guided residential Loan application	Document Tracing	Guided residential Loan application	Life event	Instant Mortgage

Q.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomization	Type	Difficulty	Correct	Option1	Option2	Option3	Option4
15	Main aim of CRM is to		Single Choice Questions	Single Choice Questions	2		Single Choice	Brilliant	a & b both	Reduce cost	increase profitability	a & b both	None of these
16	_____ is a strategy designed to foster customer loyalty		Glossary I	Glossary I	2		Single Choice	Brilliant	Relationship Marketing	Strategic	Relationship Marketing	CRM	Reactive
17	_____marketing is one the levels of marketing		Glossary I	Glossary I	2		Single Choice	Brilliant	Reactive	Strategic	Relationship Marketing	CRM	Reactive
18	_____is a technique to retain customers		Glossary I	Glossary I	2		Single Choice	Brilliant	CRM	Strategic	Relationship Marketing	CRM	Reactive
19	_____ CRM is a core customer centri business startegy		Glossary I	Glossary I	2		Single Choice	Brilliant	Strategic	Strategic	Relationship Marketing	CRM	Reactive
20	_____is the fun way to learn		Glossary II	Glossary II	2		Single Choice	Brilliant	Trailhead	Units	Badge	Learn	Trailhead
21	Trailhead is designed around what users need to _____		Glossary II	Glossary II	2		Single Choice	Brilliant	Learn	Units	Badge	Learn	Trailhead
22	We earn points by completing _____		Glossary II	Glossary II	2		Single Choice	Brilliant	Units	Units	Badge	Learn	Trailhead
23	Once all units are finished we get a _____		Glossary II	Glossary II	2		Single Choice	Brilliant	Badge	Units	Badge	Learn	Trailhead
24	_____framework which allows to make decisions		Glossary III	Glossary III	2		Single Choice	Brilliant	Governance	Governance	Vision	Complicated	Sales Division
25	A world without governance will have no _____		Glossary III	Glossary III	2		Single Choice	Brilliant	Vision	Governance	Vision	Complicated	Sales Division
26	The project vision is created by _____		Glossary III	Glossary III	2		Single Choice	Brilliant	Sales Division	Governance	Vision	Complicated	Sales Division
27	In old mainframes IT world has _____governance structure		Glossary III	Glossary III	2		Single Choice	Brilliant	Complicated	Governance	Vision	Complicated	Sales Division
28	Good stories engages your_____		Glossary IV	Glossary IV	2		Single Choice	Smart	Customers	Inspire	Culture	Facts	Customers
29	Story telling in business is like telling just _____		Glossary IV	Glossary IV	2		Single Choice	Smart	Facts	Inspire	Culture	Facts	Customers
30	Stories are the _____of salesforce		Glossary IV	Glossary IV	2		Single Choice	Smart	Culture	Inspire	Culture	Facts	Customers
31	Managers can _____their team by story telling		Glossary IV	Glossary IV	2		Single Choice	Smart	Inspire	Inspire	Culture	Facts	Customers
32	_____benefit of Virtual Workforce		Glossary V	Glossary V	2		Single Choice	Smart	Employee Satisfaction	Employee Satisfaction	Two-Third	25%	36
33	_____of employers report increased productivity from remote workforce		Glossary V	Glossary V	2		Single Choice	Smart	Two-Third	Employee Satisfaction	Two-Third	25%	36
34	Remote workers are _____less stressed		Glossary V	Glossary V	2		Single Choice	Smart	25%	Employee Satisfaction	Two-Third	25%	36
35	_____per cent of employees choose to work from home over a raise		Glossary V	Glossary V	2		Single Choice	Smart	36	Employee Satisfaction	Two-Third	25%	36