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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

BCA

SEM: IV - THEORY EXAMINATION (2025 - 2026)

Subject: CRM Administration

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

(1.1) Authentication is used to:[CO1, K2]

1

- (a) Verify user identity
- (b) Delete records
- (c) Create dashboards
- (d) Manage files

(1.2) Field-level security controls:[CO1, K2]

1

- (a) Field visibility
- (b) Network speed
- (c) File storage
- (d) Hardware

(1.3) Formula field uses:[CO2, K1]

1

- (a) Expressions
- (b) Hardware
- (c) Network
- (d) Files

(1.4) Products and price books help to:[CO2, K2]

1

- (a) Manage pricing
- (b) Manage users
- (c) Manage security
- (d) Manage network

(1.5) Duplicate management ensures:[CO3, K2]

1

- (a) Data quality
 - (b) Hardware speed
 - (c) Network control
 - (d) File storage
- (1.6) Dashboard components help to:[CO3, K2] 1
- (a) Control network
 - (b) Delete data
 - (c) Manage hardware
 - (d) Present data visually
- (1.7) Data backup is done by:[CO4, K1] 1
- (a) Exporting data
 - (b) Deleting data
 - (c) Installing apps
 - (d) Managing network
- (1.8) Object customization helps to:[CO4, K2] 1
- (a) Improve usability
 - (b) Delete data
 - (c) Manage hardware
 - (d) Control network
- (1.9) Workflow helps to:[CO5, K2] 1
- (a) Delete records
 - (b) Automate business logic
 - (c) Manage hardware
 - (d) Control network
- (1.10) Decision element helps to:[CO5, K2] 1
- (a) Apply conditions
 - (b) Delete data
 - (c) Manage hardware
 - (d) Control network

2. Attempt all parts:-

- (2.1) Explain the use of components in App Builder. [CO1, K3] 2
- (2.2) Explain the concept of campaigns in Salesforce. [CO2, K2] 2
- (2.3) Explain how case management helps resolve customer issues. [CO3, K2] 2
- (2.4) Describe how data export is used for backup. [CO4, K2] 2
- (2.5) Explain how custom objects and fields support business requirements. [CO5, K2] 2

SECTION-B

30

Answer any one of the following:-

- (3.1) Demonstrate the use of Data Loader for bulk data operations. [CO1, K3] 6
- (3.2) Analyze the role of data security mechanisms in protecting organizational data in Salesforce. [CO1, K4] 6

Answer any one of the following:-

- (3.3) Describe the importance of validation rules in maintaining data accuracy. [CO2, K2] 6
- (3.4) Demonstrate the process of converting leads into customers and opportunities. [CO2, K3] 6

Answer any one of the following:-

- (3.5) Explain the purpose of AppExchange in extending Salesforce functionality. [CO3, K2] 6
- (3.6) Apply AppExchange to install and use third-party applications in Salesforce. [CO3, K3] 6

Answer any one of the following:-

- (3.7) Apply data security features such as sharing rules and field-level security. [CO4, K3] 6
- (3.8) Demonstrate how record types are used to manage different business processes. [CO4, K3] 6

Answer any one of the following:-

- (3.9) Explain the purpose of Flow Builder in process automation. [CO5, K2] 6
- (3.10) Apply the process to design an auto-launched flow. [CO5, K3] 6

SECTION-C 50

4. Answer any one of the following:-

- (4.1) Apply identity management techniques to secure login and user authentication. [CO1, K3] 10
- (4.2) Analyze the role of Salesforce platform in improving organizational efficiency and decision-making. [CO1, K4] 10

5. Answer any one of the following:-

- (5.1) Analyze the effectiveness of opportunity management in improving sales performance. [CO2, K4] 10
- (5.2) Analyze the impact of combining formula, validation, and campaign tracking on business outcomes. [CO2, K4] 10

6. Answer any one of the following:-

- (6.1) Analyze the importance of reports and dashboards in business decision-making. [CO3, K4] 10
- (6.2) Demonstrate the use of Chatter groups for effective communication in a project team. [CO3, K3] 10

7. Answer any one of the following:-

- (7.1) Apply customization techniques to improve system usability. [CO4, K3] 10
- (7.2) Analyze the impact of object customization on user productivity. [CO4, K4] 10

8. Answer any one of the following:-

- (8.1) Explain the concept of custom objects in Salesforce Lightning and demonstrate their creation. [CO5, K3] 10
- (8.2) Analyze how Flow Builder contributes to improved system efficiency. [CO5, K4] 10