

# SPPU-TE-COMP-CONTENT – KSKA Git

Q1. Explain the features of Apex.

Ans. Apex is a strongly typed, object-oriented programming language developed by Salesforce, used to add custom logic and business rules to the Salesforce platform, enabling developers to execute flow and transaction control statements.

→ Object oriented:

- Apex syntax mirrors popular languages like Java, making it easy for experienced coders to learn and use.

→ Data focused:

- Apex is designed to execute multiple queries and Data Manipulation Language (DML) statements simultaneously, making it efficient for data-intensive tasks.

→ Strongly typed:

- Apex is strongly typed language, meaning that data types must be explicitly declared, which helps prevent errors.

→ Integrated support:

- Apex has built-in support for DML operations (INSERT, UPDATE, DELETE) and DML exception handling.

→ SOQL:

- Apex uses SOQL (Salesforce Object Query Language), a query language similar to SQL, to select records from the Salesforce database.

Q2. What is Salesforce and list use of it as well.

# SPPU-TE-COMP-CONTENT – KSKA Git

Ans. • Salesforce is a cloud-based ~~to~~ customer relationship management (CRM) platform that helps businesses manage sales, marketing, service, and commerce operations, enabling them to connect with customers and improve customer relationships.

→ ~~set~~ Usage:-

1. Customer Relationship Management (CRM) platform:-  
• Salesforce is a CRM platform, meaning it's designed to help businesses manage and organize their interactions with customers.

2. Cloud-based:-

• Unlike traditional software, Salesforce is a cloud-based platform, meaning it's accessed through the internet rather than being installed on physical servers.

3. Integrated platform:-

• Salesforce provides a suite of applications that work together, allowing businesses to manage their

4. Focus on Customer success:-

• Salesforce's core mission is to help businesses build strong, lasting relationships with their customers.

5. Sales forecasting

• Salesforce provides tools for sales team to forecast sales accurately, helping them set realistic goals and manage resources effectively.

# SPPU-TE-COMP-CONTENT – KSKA Git

Q3 what is Apex Development Process?

Ans. The Apex Development Process in Salesforce follows these key steps:-

1. Understanding Requirements:

- Define business needs and expected outcomes.

2. Designing the solution:

- Plan the data model, workflows, and Apex logic while considering governance limits.

3. Development:

- Write Apex classes, triggers, and batch jobs, optimize SQL/SOQL queries, and follow best practices.

4. Testing and Debugging:

- Ensure 75% test coverage, use debug logs, and optimize performance.

5. Deployment:

- Use version control, test in a sandbox, and deploy via Change Sets or CI/CD pipelines.

6. Maintenance and Enhancements:

- Monitor performance, implement updates, and refine logic as needed.