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.

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 governor Limits.

3. Development:
 • Write Apex classes, triggers, and batch jobs, optimize SOQL / SOSL 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 on a sandbox, and deploy via Change sets or CI/CD pipelines.

6. Maintenance and Enhancements:
 • Monitor performance, implement updates, and refine logic as needed.

Ans. Salesforce is a cloud-based 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.

→ 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.