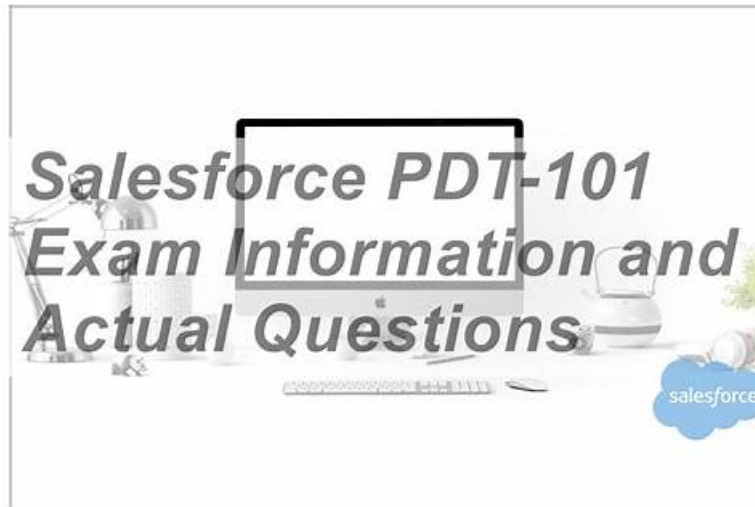


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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Reports & Dashboards: This section of the exam measures skills of Marketing Specialists and covers reporting and visualization in Salesforce. It includes describing how reports are built, how dashboards present insights, and how these tools help organizations monitor performance and make informed marketing decisions.
Topic 2	<ul style="list-style-type: none">• Salesforce Ecosystem: This section of the exam measures skills of Marketing Cloud Administrators and covers the overall Salesforce ecosystem. It focuses on understanding the different resources available for learning and skill development, recognizing how Salesforce Customer 360 products can be applied in real business use cases, and explaining how organizations make use of Salesforce in daily operations. It also highlights awareness of job roles and career opportunities within the Salesforce ecosystem.
Topic 3	<ul style="list-style-type: none">• Navigation: This section of the exam measures the skills of Marketing Specialists and covers how users navigate Salesforce. It tests the ability to locate and access necessary information in given scenarios and to identify where different types of Salesforce customizations take place. The emphasis is on practical system navigation that supports marketing operations.
Topic 4	<ul style="list-style-type: none">• Data Model: This section of the exam measures skills of Marketing Cloud Administrators and covers Salesforce's data model. It involves understanding the relationship between core standard objects such as Accounts, Contacts, Leads, Opportunities, and Cases. The section also evaluates knowledge of ensuring data visibility through features and maintaining data integrity using the right tools in different business scenarios.

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Salesforce Certified Platform Foundations Sample Questions (Q92-Q97):

NEW QUESTION # 92

An employee at Get Cloudy Consulting recently changed their name. They received a new email address Where should these changes be updated?

- A. User Record page from Setup
- B. User Profile page
- C. Contact Record page

Answer: A

Explanation:

The place where the employee should update their name and email address changes is the User Record page from Setup. The User Record page is where the employee can view and edit their personal information, such as name, email, username, alias, and profile. The employee can access the User Record page by clicking on their profile icon and then clicking Settings. Then, they can click on Personal Information under My Personal Information and edit their name and email address. The User Profile page is where the employee can view and edit their profile picture, about me, title, and contact information, but not their name and email address. The Contact Record page is where the employee can view and edit their contact details, such as phone, address, and social media accounts, but not their name and email address.

NEW QUESTION # 93

Which Salesforce role should help companies increase campaign effectiveness, reengage inactive customers, and grow their customer base?

- A. Consultant
- B. Marketer
- C. Designer

Answer: B

Explanation:

The marketer role is the role that should help companies increase campaign effectiveness, reengage inactive customers, and grow their customer base. A marketer is a person who plans, executes, and analyzes marketing strategies and campaigns to promote a product, service, or brand. A marketer uses tools such as Marketing Cloud, Pardot, and Social Studio to create and manage personalized marketing campaigns across multiple channels, such as email, social media, web, and mobile. A marketer also uses tools such as Audience Studio, Datorama, and Tableau to segment, target, and measure the impact of marketing campaigns. A consultant is a person who provides expert advice and guidance to clients on how to use Salesforce products and solutions to achieve their business goals. A consultant uses tools such as Service Cloud, Field Service, and MuleSoft to help clients improve their customer service, field operations, and data integration. A designer is a person who creates and develops the visual and interactive elements of digital experiences, such as websites, portals, and mobile apps. A designer uses tools such as Experience Cloud, Heroku, and Lightning Web Components to design and build engaging and responsive digital experiences for customers, partners, and employees.

NEW QUESTION # 94

What is one aspect of multi-tenant architecture?

- A. Shares resources with other tenants
- B. Costs more than single-tenant architecture
- C. Reserves resources per tenant

Answer: A

Explanation:

Salesforce operates on a multi-tenant architecture, where a single instance of the platform serves multiple customers (tenants). Each tenant's data is securely isolated, but they share common resources, such as server space, database instances, and updates. This approach ensures cost efficiency and scalability.

- * A. Costs more than single-tenant architecture: Multi-tenancy reduces costs due to shared resources.
- * B. Reserves resources per tenant: Resources are shared rather than reserved individually.

References from Salesforce Documentation:

- * Salesforce Multi-Tenant Architecture Overview
- * Multi-Tenant vs. Single-Tenant

NEW QUESTION # 95

When a sales rep needs to give an additional discount for an opportunity, a manager needs to review and authorize the discount request.

What should be used to lock the record before a decision is made?

- **A. Approval process**
- B. validation rule
- C. Page layout

Answer: A

Explanation:

An approval process is a workflow that defines the steps and criteria for approving a record. It can be used to lock the record before a decision is made, and send email alerts and tasks to the approvers.

NEW QUESTION # 96

A Salesforce associate wants to refresh a report and email it to an executive team each week.

Which functionality of Salesforce Reports should the associate use?

- A. Refresh
- **B. Subscriptions**
- C. Notifications

Answer: B

Explanation:

The functionality of Salesforce Reports that the associate should use to refresh a report and email it to an executive team each week is subscriptions. Subscriptions let you schedule reports to run at regular intervals and send notifications to you or other recipients by email or Chatter5. You can also set conditions for when the notifications are sent, such as when the report returns no results or the results change.

NEW QUESTION # 97

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