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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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.
Topic 2	• 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 3	• 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 4	• 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.

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Salesforce Certified Platform Foundations Sample Questions (Q88-Q93):

NEW QUESTION # 88
Get Cloudy Consulting wants to group its contacts by region. On most records, this text field is blank or misspelled.
Which action is recommended to ensure there is correct data for this field?

- A. Create a validation rule to enforce correct spelling.
- B. Email users a list of region names with correct spelling.
- C. Convert the Region field to a picklist field.

Answer: C

Explanation:
Converting the Region field to a picklist field is the recommended action to ensure there is correct data for this field. A picklist field allows the user to select a value from a predefined list of values, which ensures data consistency and accuracy. For example, the Region field could have values such as North America, Europe, Asia, and so on. Creating a validation rule to enforce correct spelling would not work, because it would not prevent the field from being blank, and it would not account for different spellings or variations of the same region. Emailing users a list of region names with correct spelling would not work, because it would rely on the users to manually enter the correct values, which is prone to human error and inconsistency.

NEW QUESTION # 89
Get Cloudy Consulting (GCC) wants to simplify its sales teams Account Record page with the following recommendations:
* Adding tabs
* Hiding components
* Making fields conditionally visible
Where should GCC's Salesforce associate go to draft these changes for review?

- A. Lightning App Builder
- B. Record Types
- C. Page Layouts

Answer: A

Explanation:
The Lightning App Builder is a tool that allows the associate to draft changes to the account record page, such as adding tabs, hiding components, and making fields conditionally visible, and preview them before publishing.

NEW QUESTION # 90
What format is available for a Salesforce report export?

- A. Word format .docx
- B. Excel format .xIxs
- C. Portable Document Framework format .pdf

Answer: C

Explanation:
Salesforce reports can be exported in several formats, primarily:
* CSV (Comma Separated Values) for data manipulation in spreadsheet applications like Excel.
* Excel Format (.xlsx) for detailed data analysis.
* PDF (Portable Document Format) for easily shareable and printable reports.
However, Word format (.docx) is not supported for exporting reports. Similarly, Excel format is .xlsx, not .
xIxs (a typo). Thus, among the options provided, only PDF is accurate for export formats supported natively by Salesforce.
References from Salesforce Documentation:
* Export Salesforce Reports
* Salesforce Report Export Formats

NEW QUESTION # 91
A Salesforce Associate is asked to review multiple reports from the current month's folder and bring insight into a meeting.
How should the associate locate all the reports in a single location from the Report object?

- A. Click on All Reports and use the search bar
- B. Use the Global search bar
- C. Click on All Folders and use the search bar

Answer: C

Explanation:
The way that the associate can locate all the reports in a single location from the Report object is to click on All Folders and use the search bar. All Folders is a menu that shows all the report and dashboard folders that the associate has access to. The associate can search for the current month's folder by entering its name or keyword in the search bar and then select it to view all the reports in that folder. Using the Global search bar or clicking on All Reports and using the search bar are not as efficient and accurate as using the All Folders menu, because they will return results from all the reports and folders, not just the current month's folder.

NEW QUESTION # 92
Which relationship type exists between Accounts and Contacts?

- A. Lookup
- B. Master-detail
- C. Self

Answer: A

Explanation:
The relationship type between accounts and contacts is a lookup relationship. A lookup relationship links two objects together, but does not affect security, ownership, or deletion. A master-detail relationship is a type of lookup relationship that creates a parent-child relationship between two objects, where the child records inherit the security and ownership of the parent record, and are deleted when the parent record is deleted. A self relationship is a type of lookup relationship that links an object to itself, creating a hierarchy of records.

NEW QUESTION # 93
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