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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	• 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 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	• 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.

Salesforce Certified Platform Foundations Sample Questions (Q96-Q101):

NEW QUESTION # 96
Get Cloudy Consulting wants to confirm the data type of the Account Sources field on Account object. Which editing the Account, the Account Sources field has several predefined values that can be selected.
Which type of field is Account Source?

- A. Text.Area
- B. Formula
- C. Picklist

Answer: C

Explanation:
The Account Source field is a picklist type of field. A picklist field is a type of field that allows the user to select a value from a predefined list of values, which ensures data consistency and accuracy. For example, the Account Source field could have values such as Web, Phone, Referral, and so on. A formula field is a type of field that calculates a value based on an expression or formula, which can reference other fields, functions, or constants. For example, a formula field could calculate the commission amount based on the opportunity amount and the commission rate. A text area field is a type of field that allows the user to enter up to 255 characters of free-form text, which can include multiple lines and spaces. For example, a text area field could capture the description or notes of an account or an opportunity.

NEW QUESTION # 97
A Salesforce associate at Get Cloudy Consulting needs a list of all active contacts grouped by Account. What is the first step in building this report?

- A. Create a Contacts report with a filter on Account.
- B. Create a new report using the Contacts & Accounts report type.
- C. Create a joined report with accounts and contacts.

Answer: B

Explanation:
The first step in building a report that shows all active contacts grouped by account is to create a new report using the Contacts & Accounts report type. The report type determines the objects and fields that are available for the report. The Contacts & Accounts report type allows users to report on contacts and their related accounts, as well as account fields such as industry, annual revenue,

and number of employees

NEW QUESTION # 98

A Salesforce associate at Get Cloudy Consulting is given a list of opportunities to work through. The associate asks for an easier way to change the opportunity stage.
What should be recommended?

- A. Create multiple list views.
- B. Switch to the Kanban View.
- C. Use a Dynamic Dashboard View.

Answer: B

Explanation:
The recommendation for the associate to change the opportunity stage more easily is to switch to the Kanban View. The Kanban View is a visual representation of the records in a list view, organized by stages or other categories. The associate can drag and drop the records from one column to another to update the stage or other fields. The Kanban View also shows key metrics and alerts for each column, such as the total amount, number of records, and overdue tasks. Creating multiple list views or using a Dynamic Dashboard View are not as convenient and efficient as using the Kanban View.

NEW QUESTION # 99

A sales manager at Get Cloudy Consulting wants a report that shows their top-selling product families by quantity.

- A. Group by product family > Filter to show only Closed Won opportunities >Sum the total number sold
- B. Group by opportunity stage> Filter by product family > Sum the total number sold
- C. Croup by active products > Filter to show opportunities this year > Sum the quantity

Answer: B

Explanation:
The steps that the sales manager should follow to create a report that shows their top-selling product families by quantity are:
* Group by product family > Filter to show only Closed Won opportunities > Sum the total number sold These steps will allow the sales manager to see how many products from each product family were sold in the closed opportunities, and compare the performance of different product families.

NEW QUESTION # 100

How should a Salesforce associate ensure a dashboard has the most current data?

- A. By opening the dashboard
- B. By clicking refresh
- C. By refreshing the browser

Answer: B

Explanation:
To ensure a dashboard has the most current data, you need to click refresh on the dashboard page. Refreshing the browser or opening the dashboard will not update the data in the dashboard components3. You can also schedule a dashboard to refresh automatically at regular intervals

NEW QUESTION # 101

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