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Salesforce Plat-101 Exam Syllabus Topics:

| Topic | Details |
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| Topic 1 | <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. |
| Topic 2 | <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 3 | <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. |

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| Topic 4 | <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. |
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Salesforce Certified Platform Foundations Sample Questions (Q31-Q36):

NEW QUESTION # 31

Which tool creates a visual representation of objects and their relationships?

- A. Object Manager
- B. App Launcher
- **C. Schema Builder**

Answer: C

Explanation:

Schema Builder is a tool that creates a visual representation of objects and their relationships, and allows you to modify them.

NEW QUESTION # 32

Which relationship type exists between Accounts and Contacts?

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

Answer: C

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 # 33

A Salesforce associate is asked to review all the objects within their company's instance. They also need to identify which are custom objects.

Where should the associate go to see this information?

- A. Object Manager
- B. Global Search
- **C. App Launcher**

Answer: C

Explanation:

The Object Manager is where the associate should go to see the information about all the objects within their company's instance and identify which are custom objects. The Object Manager allows the user to view and manage the metadata of standard and custom objects in Salesforce, such as fields, page layouts, record types, buttons, and actions. The Object Manager can be accessed by clicking the Setup icon in the header, then clicking Object Manager. The custom objects are indicated by a blue icon with a white asterisk, while the standard objects are indicated by a gray icon with a white letter. The App Launcher is where the user can access all the apps and objects in Salesforce, such as Sales, Service, Marketing, and so on. The App Launcher does not show the information about the objects, such as fields, page layouts, or record types. The Global Search is where the user can search for records across multiple objects and fields using keywords or phrases.

The Global Search does not show the information about the objects, but only the records that match the search criteria.

NEW QUESTION # 34

An organization wants to implement Salesforce into its business model. The requirements include:

- * Operations management
- * Program management
- * Grantmaking
- * Fundraising
- * Marketing
- * Engagement

Which cloud is preconfigured to handle all of these requirements?

- A. Experience
- B. Nonprofit
- C. Analytics

Answer: B

Explanation:

The Nonprofit Cloud is preconfigured to handle all of the requirements listed, such as operations management, program management, grantmaking, fundraising, marketing, and engagement. The Nonprofit Cloud is a set of solutions that helps nonprofits drive greater impact through connected experiences.

NEW QUESTION # 35

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

Answer: A

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 # 36

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