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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 (Q79-Q84):

NEW QUESTION # 79

A Salesforce associate wants to locate a record within the custom object called Shipment'. What is the most efficient way to find a record within this object?

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

Answer: A

Explanation:

The global search box is the most efficient way to find a record within the custom object called Shipment. The global search box is a feature that allows the user to search for records across multiple objects and fields using keywords or phrases. The global search box also supports wildcards, operators, and filters to refine the search results. For example, the user could enter "Shipment*" in the global search box to find all records that start with "Shipment" in the Shipment object. The App Launcher is a feature that allows the user to access all the apps and objects in Salesforce, such as Sales, Service, Marketing, and so on. The App Launcher does not allow the user to search for records within an object, but only to navigate to the object's home page. The Object Manager is a feature that 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 does not allow the user to search for records within an object, but only to configure the object's settings and customization.

NEW QUESTION # 80

A Salesforce associate has received a request to create new users for a group of new employees. Where can the associate check the number of licenses available to be assigned to the new employees

- A. Salesforce Help
- B. Company Information
- C. User Management Settings

Answer: B

Explanation:

The company information page shows the number of licenses available to be assigned to the new employees, as well as other details about the organization.

NEW QUESTION # 81

A Salesforce associate deletes an Account of a company that recently went out of business. Which other related records are automatically deleted?

- A. Any related opportunities
- B. Any related cases
- C. Any related leads

Answer: A

Explanation:

When an account is deleted, any related opportunities are also deleted, unless they are closed or have a contract associated with them.

NEW QUESTION # 82

A Salesforce associate recently relocated from Get Cloudy Consulting's San Francisco office to its new London office. The associate wants to change their work hours information in the Salesforce org to reflect their new time zone.

Which method is easiest to change these settings?

- A. Go to Setup -> Company Information -> Default Time Zone
- B. Submit a case with Salesforce support
- C. Go to Settings -> Personal Information -> My Work Information

Answer: C

Explanation:

The easiest method to change the work hours information in the Salesforce org to reflect the new time zone is to go to Settings -> Personal Information -> My Work Information, and select the appropriate time zone from the drop-down menu.

NEW QUESTION # 83

A Salesforce associate at Get Cloudy Consulting has been asked to analyze Service Cloud data to determine how many individuals have called in to the support center.

Which relationship on Case should the associate use?

- A. Contact
- B. Account
- C. Owner

Answer: A

Explanation:

The Contact relationship on Case is used to indicate the individual who has called in to the support center. The Contact field on Case is a lookup field that allows the user to select a contact from the related account or any other account. The Owner relationship on Case is used to indicate the user who is responsible for working on the case. The Account relationship on Case is used to indicate the company or organization that the case is related to.

NEW QUESTION # 84

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