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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
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"> • 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"> • 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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Salesforce Certified Platform Foundations Sample Questions (Q42-Q47):

NEW QUESTION # 42

Get Cloudy Consulting (GCC) provides consulting services to small and medium-sized business in the financial services space. GCC wants a solution for customer service where complaints can be logged through a web form and email. Which Salesforce solution should GCC use?

- **A. Service cloud**
- B. Commerce Cloud
- C. Experience Cloud

Answer: A

Explanation:

The Salesforce solution that GCC should use for customer service where complaints can be logged through a web form and email is Service Cloud. Service Cloud is a product that helps companies deliver fast and personalized customer service across multiple channels, such as phone, email, web, chat, and social media. Service Cloud allows GCC to create cases from web forms and emails, assign them to agents, track their status, and resolve them efficiently

NEW QUESTION # 43

Cloud Kicks (CK) became a North American subsidiary of Get Cloudy Consulting (GCC).

What should the Salesforce associate do to show that GCC is part of the CK portfolio when creating the CK Account record?

- **A. Add Get Cloudy Consulting to the Parent Account field**
- B. View account hierarchy and select Add Child Account.
- C. Select New on the child accounts related list.

Answer: A

Explanation:

The thing that the associate should do to show that GCC is part of the CK portfolio when creating the CK Account record is to add Get Cloudy Consulting to the Parent Account field. The Parent Account field is a standard field on the Account object that allows the user to link an account to another account that is its parent company. This way, the user can create an account hierarchy that shows the relationships between parent accounts and their subsidiaries. The user can enter the name of the parent account in the Parent Account field when creating or editing an account record. Viewing account hierarchy and selecting Add Child Account or selecting New on the child accounts related list are not the correct actions to show that GCC is part of the CK portfolio, because they are used to create a new account that is a subsidiary of an existing account, not to link an existing account to another existing account.

NEW QUESTION # 44

Get Cloudy Consulting is rolling out Salesforce to its organization. New users may have different access requirements based on department.

What should be recommended to allow new users the correct access based on their department's requirements?

- A. Individual profiles
- B. Role Hierarchy
- C. Permission sets

Answer: C

Explanation:

Permission sets are used to grant additional access to users based on their functional or departmental needs.

Role hierarchy is used to grant access to records based on the user's position in the organization. Individual profiles are used to define the baseline access for users based on their license type and job function.

NEW QUESTION # 45

A Salesforce associate wants to filter a Lead report by a secondary industry field.

Who would the associate typically work with to get a new field added in their Salesforce org?

- A. Salesforce Developer
- B. Salesforce Technical Architect
- C. Salesforce Administrator

Answer: C

Explanation:

The person that the associate would typically work with to get a new field added in their Salesforce org is a Salesforce Administrator. A Salesforce Administrator is someone who configures and manages the Salesforce platform for their organization. They can create and customize objects, fields, layouts, reports, dashboards, and other features to meet the specific needs of their users.

NEW QUESTION # 46

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. Group 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.

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