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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 (Q23-Q28):

NEW QUESTION # 23
An employee at Get Consulting recently changed their name and received a new username.
Where should these changes be updated?

- A. Contact Record page
- B. User profile page
- C. User Record page from Setup

Answer: C

Explanation:
The user record page from Setup is where the changes should be updated. The user record page from Setup allows the user to view and edit the information and settings of a user, such as name, username, email, profile, role, and license. The user record page from Setup can be accessed by clicking the Setup icon in the header, then clicking Users > Users, and then clicking the name of the user. The contact record page is where the user can view and edit the information of a contact, such as name, phone, email, account, and address. The contact record page does not affect the user's username or login access. The user profile page is where the user can view and edit their personal information, such as name, email, password, and language. The user profile page does not allow the user to change their username or license.

NEW QUESTION # 24
A Salesforce user met with the new Director of IT for their customer, Northern Trail Outfitters (NTO).
Where should the user add the new Director's information into Salesforce?

- A. Leads
- B. Accounts
- C. Contacts

Answer: C

Explanation:
In Salesforce, the Contacts object is used to store information about individuals associated with an Account (e.
g., the customer organization). Since the new Director of IT works for Northern Trail Outfitters (NTO), the correct place to store their information is under Contacts, linked to the relevant Account.
* A. Accounts: Used for organizations or companies, not individuals.
* C. Leads: Used for prospective customers or individuals before they are qualified as contacts.
References from Salesforce Documentation:
* Contacts and Accounts Overview
* Leads vs. Contacts

NEW QUESTION # 25

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

Answer: A

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 # 26

A Salesforce associate at Get Cloudy Consulting is working with a user to view multiple records and their related records on the same screen. Currently, the user uses multiple browser tabs.

Which app should the associate recommend for the user to view multiple records and their related records on one screen?

- A. Salesforce Dashboard
- B. Salesforce Lightning Page
- C. Salesforce Lightning Console

Answer: C

Explanation:

The Salesforce Lightning Console is an app that allows the user to view multiple records and their related records on one screen, using tabs and subtabs. This can improve the user's productivity and efficiency.

NEW QUESTION # 27

A deleted record needs to be recovered from the Recycle Bin.
Where can the user find the Recycle Bin?

- A. App Launcher
- B. Setup
- C. Global Search

Answer: A

Explanation:

The place where the user can find the Recycle Bin is the App Launcher. The App Launcher is a menu that allows users to access all the apps and items in their Salesforce org. The Recycle Bin is one of the items that can be found in the App Launcher. The user can search for "Recycle Bin" in the App Launcher and select it to view and restore their deleted records. The Recycle Bin is not located in Setup or Global Search.

NEW QUESTION # 28

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