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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">• 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 3	<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 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 (Q15-Q20):

NEW QUESTION # 15

What type of relationship do Account and Contact objects have?

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

Answer: A

Explanation:

The Account and Contact objects have a lookup relationship. A lookup relationship is a type of relationship that links two objects together, but does not affect security, ownership, or deletion. A lookup relationship allows the user to select a record from another object and link it to the current record. For example, the Account field on the Contact object allows the user to select an account that the contact is related to. A self relationship is a type of lookup relationship that links an object to itself, creating a hierarchy of records. For example, the Reports To field on the Contact object allows the user to select another contact that the contact reports to. 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. For example, the Account field on the Opportunity object is a master-detail relationship that links the opportunity to the account.

NEW QUESTION # 16

A marketing manager wants to make the Reason Lost field required on the opportunity when he stage is changed to Closed Lost. What should the salesforce associate do to enforce this requirement?

- **A. Create a validation rule on the Opportunity object.**
- B. Make the field universally required.
- C. Make the field required on the page layout.

Answer: A

Explanation:

A validation rule on the Opportunity object is the best way to enforce the requirement that the Reason Lost field is required when the stage is changed to Closed Lost. A validation rule can specify a condition and an error message to display when the condition is not met. For example, the condition could be AND (ISPICKVAL(StageName, "Closed Lost"), ISBLANK(Reason_Lost__c)) and the error message could be

"Please enter a reason for losing the opportunity." Making the field required on the page layout or universally required would not work, because the field should only be required when the stage is changed to Closed Lost, not for other stages.

NEW QUESTION # 17

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

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

Answer: B

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 # 18

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

Answer: C

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 # 19

Get Cloudy Consulting (GCC) needs an environment to onboard new hires as well as develop, implement, and test new requirements.

Which type of environment should OCC use?

- **A. Sandbox**
- B. Production
- C. Trailhead Playground

Answer: A

Explanation:

A sandbox is the type of environment that GCC should use to onboard new hires as well as develop, implement, and test new requirements. A sandbox is a copy of the production environment that allows the user to create and test changes without affecting the live data and users. A sandbox can have different types and sizes, depending on the purpose and scope of the changes. For example, a developer sandbox can be used to create and test code, a partial copy sandbox can be used to test large data sets, and a full sandbox can be used to perform performance testing and user acceptance testing. A production environment is the live environment that contains the real data and users. A production environment should not be used to onboard new hires or develop, implement, and test new requirements, because it could compromise the data quality and security, and disrupt the user experience. A Trailhead Playground is a type of environment that allows the user to learn and practice Salesforce skills using Trailhead. A Trailhead Playground is not connected to the production environment, and it does not have the same features and functionality as a sandbox.

NEW QUESTION # 20

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