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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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	• 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 (Q78-Q83):

NEW QUESTION # 78
A sales rep at Get Cloudy Consulting asks the new Salesforce associate to give them a report showing all the active accounts for the sales rep's territory.
Where should the associate go to create a new report for Accounts?

- A. Reports tab
- B. Setup
- C. Accounts tab

Answer: A

Explanation:
The Reports tab is where the associate should go to create a new report for Accounts. The Reports tab allows the user to create, view, edit, and run reports in Salesforce. The user can select a report type, such as Accounts, Accounts with Contacts, or Accounts with Opportunities, and then add filters, groupings, charts, and other features to customize the report. The Setup menu is where the user can configure the settings and customization of Salesforce, such as creating objects, fields, workflows, and security settings. The Accounts tab is where the user can view, create, edit, and delete account records in Salesforce.

NEW QUESTION # 79
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 Technical Architect
- B. Salesforce Developer
- 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 # 80
A Salesforce user at Get Cloudy Consulting informs the company's Salesforce associate they have moved to another department in the organization and no longer need access to Salesforce.

How should the associate change the user's access?

- A. Deactivate the user to free up the Salesforce license.
- B. Delete the user to free up the Salesforce license.
- C. Do nothing; the user may need to access Salesforce in the future.

Answer: A

Explanation:
Deactivating the user is the best way to change the user's access and free up the Salesforce license.
Deactivating a user prevents the user from logging in to Salesforce and removes the user from any assigned permission sets, queues, and groups. However, the user's record and related data are still preserved and can be reactivated if needed. Deleting the user would also free up the license, but it would also delete the user's record and related data, which may not be desirable. Doing nothing would not change the user's access or free up the license, and it would pose a security risk if the user still has the login credentials.

NEW QUESTION # 81
Get Cloudy Consulting (GCC) wants to build one dashboard for Leads and Opportunities. GCC want the data to be displayed based on the logged-in user's security setting.
Which type of dashboard should this be?

- A. Dynamic
- B. Standard
- C. Static

Answer: A

Explanation:
The type of dashboard that GCC should use to display data based on the logged-in user's security setting is a Dynamic dashboard. A Dynamic dashboard allows each user to see the dashboard data according to their own access level and permissions. For example, a sales manager can see the data for their entire team, while a sales rep can only see their own data4. A Static dashboard is a type of dashboard that shows the same data to all users, regardless of their access level and permissions. A Standard dashboard is a type of dashboard that shows the data based on the security setting of the dashboard running user, which is a single user that is specified when the dashboard is created or edited

NEW QUESTION # 82
A Salesforce associate is asked to share records about a carpool program with users.
Which type of group should the associate create?

- A. Private Group(s)
- B. A Queue
- C. Public Group(s)

Answer: C

Explanation:
The type of group that the associate should create to share records about a carpool program with users is a public group. A public group is a set of users that can be used to define sharing rules, queues, and other features that require a group of users. A public group can include individual users, other groups, roles, or territories. A public group can be used to share records with a specific group of users who are interested in the carpool program. A private group is a type of Chatter group that is not related to record sharing. A queue is a feature that allows users to manage leads, cases, and other objects as a team, but it is not suitable for sharing records about a carpool program.

NEW QUESTION # 83
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