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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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">• 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"> • 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.
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Salesforce Certified Platform Foundations Sample Questions (Q24-Q29):

NEW QUESTION # 24

Refer to the image below:

A Salesforce associate reviews a report that shows more information than they need. The associated see individual records but only wants to see the Record Count.

Which switches should the associated toggle to only show the Record Count?

- A. Grand Total and Subtotals
- B. Subtotals and Detail Rows
- **C. Row Counts and Grand Total**

Answer: C

Explanation:

The switches that the associate should toggle to only show the Record Count are Row Counts and Grand Total. Row Counts is a switch that shows the number of rows in the report, which is the same as the number of records. Grand Total is a switch that shows the sum, average, minimum, maximum, or other aggregate functions of a numeric field in the report. By toggling these two switches on and the other two switches off, the associate can see the Record Count and the Grand Total of the report, without seeing the individual records or the subtotals. Subtotals and Detail Rows are switches that show the breakdown and the details of the records in the report, which are not needed for the Record Count.

NEW QUESTION # 25

A salesforce associate is excited to find they can combine the challenge of learning new skills with the chance of winning prizes?

- A. Quests
- **B. Ranks**
- C. Super badges

Answer: B

Explanation:

The Salesforce feature that allows an associate to combine the challenge of learning new skills with the chance of winning prizes is Ranks. Ranks are a way to measure your progress and compare it with other learners on Trailhead. You can earn ranks by completing modules, projects, superbages, and trails. Each rank has a minimum number of points and badges required to achieve it. You can also win prizes by participating in quests, which are time-limited challenges that reward you with swag, certifications, or other goodies¹. Superbadges are not a feature that offers prizes, but they are a way to showcase your advanced skills and earn real-world scenario credentials².

NEW QUESTION # 26

What is one aspect of multi-tenant architecture?

- A. Shares resources with other tenants
- B. Reserves resources per tenant
- C. Costs more than single-tenant architecture

Answer: A

Explanation:

Salesforce operates on a multi-tenant architecture, where a single instance of the platform serves multiple customers (tenants). Each tenant's data is securely isolated, but they share common resources, such as server space, database instances, and updates. This approach ensures cost efficiency and scalability.

* A. Costs more than single-tenant architecture: Multi-tenancy reduces costs due to shared resources.

* B. Reserves resources per tenant: Resources are shared rather than reserved individually.

References from Salesforce Documentation:

* Salesforce Multi-Tenant Architecture Overview

* Multi-Tenant vs. Single-Tenant

NEW QUESTION # 27

A marketing manager wants to make the Reason Lost field required on the opportunity when the 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 required on the page layout.
- C. Make the field universally required.

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 # 28

A Salesforce associate has been tasked with creating new fields on the Contact object and determining what type of field to use for each one.

Where should the associate go to understand the differences between the data types?

- A. Customer Support
- B. App Launcher
- C. Salesforce Help

Answer: C

Explanation:

Salesforce Help is where the associate should go to understand the differences between the data types.

Salesforce Help is a resource that provides documentation, guides, videos, and support for Salesforce users who need assistance with using or troubleshooting Salesforce products and features. Salesforce Help has a section called Data Types that explains the characteristics and use cases of each data type, such as text, number, date, picklist, checkbox, and so on. Customer Support is a service that provides technical support and assistance for Salesforce users who encounter issues or errors with Salesforce products and features.

Customer Support is not a resource that explains the differences between the data types, but rather a resource that helps resolve problems or incidents. 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. App Launcher is not a resource that explains the differences between the data types, but rather a feature that helps navigate the user interface.

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