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## Plat-101 Dump File | 100% Free Updated Salesforce Certified Platform Foundations Exam Overview

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### Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• Reports &amp; 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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• 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.</li></ul>

Topic 3	<ul style="list-style-type: none"> <li>• <b>Navigation:</b> 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.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Data Model:</b> 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.</li> </ul>

## Salesforce Certified Platform Foundations Sample Questions (Q84-Q89):

### NEW QUESTION # 84

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

**Answer: C**

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 # 85

Which Salesforce role should help companies increase campaign effectiveness, reengage inactive customers, and grow their customer base?

- **A. Marketer**
- B. Consultant
- C. Designer

**Answer: A**

Explanation:

The marketer role is the role that should help companies increase campaign effectiveness, reengage inactive customers, and grow their customer base. A marketer is a person who plans, executes, and analyzes marketing strategies and campaigns to promote a product, service, or brand. A marketer uses tools such as Marketing Cloud, Pardot, and Social Studio to create and manage personalized marketing campaigns across multiple channels, such as email, social media, web, and mobile. A marketer also uses tools such as Audience Studio, Datorama, and Tableau to segment, target, and measure the impact of marketing campaigns. A consultant is a person who provides expert advice and guidance to clients on how to use Salesforce products and solutions to achieve their business goals. A consultant uses tools such as Service Cloud, Field Service, and MuleSoft to help clients improve their customer service, field operations, and data integration. A designer is a person who creates and develops the visual and interactive elements of digital experiences, such as websites, portals, and mobile apps. A designer uses tools such as Experience Cloud, Heroku, and Lightning Web Components to design and build engaging and responsive digital experiences for customers, partners, and employees.

### NEW QUESTION # 86

What is the maximum number of rows a report will display?

- A. 2,000
- B. 5,000
- C. 3,000

**Answer: C**

Explanation:

The maximum number of rows a report will display is 3,000. If a report returns more than 3,000 rows, only the first 2,000 rows are displayed and the rest are truncated. To see all the rows, you can export the report to a CSV file

### NEW QUESTION # 87

A Salesforce associate is using Global Search to find a record but does not remember the name of the record they want to find. What should the associate use to search for the record?

- A. Object Manager
- B. Wildcards and operators
- C. List view for each object

**Answer: B**

Explanation:

Wildcards and operators are symbols that can be used to search for records when the name of the record is not known. For example, the asterisk (\*) can be used to match any string of characters, and the AND operator can be used to combine multiple terms.

### NEW QUESTION # 88

What format is available for a Salesforce report export?

- A. Excel format .xlsx
- B. Word format .docx
- C. Portable Document Framework format .pdf

**Answer: C**

Explanation:

Salesforce reports can be exported in several formats, primarily:

\* CSV (Comma Separated Values) for data manipulation in spreadsheet applications like Excel.

\* Excel Format (.xlsx) for detailed data analysis.

\* PDF (Portable Document Format) for easily shareable and printable reports.

However, Word format (.docx) is not supported for exporting reports. Similarly, Excel format is .xlsx, not .

xlsx (a typo). Thus, among the options provided, only PDF is accurate for export formats supported natively by Salesforce.

References from Salesforce Documentation:

\* Export Salesforce Reports

\* Salesforce Report Export Formats

### NEW QUESTION # 89

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