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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.

Salesforce Certified Platform Foundations Sample Questions (Q118-Q123):

NEW QUESTION # 118

A Salesforce associate is creating new user accounts for a new project management team. What will be the role of each new team member?

- A. Builder
- B. Developer
- C. End User

Answer: C

Explanation:

The role of each new team member will be end user, which means they will use the Salesforce application to perform their daily tasks, such as creating and updating records, running reports, and collaborating with others.

NEW QUESTION # 119

An insurance call center is experiencing increased policy support calls which has led to long wait times and disappointed customers. Which cloud will decrease the number of incoming calls, empower customers, and increase satisfaction?

- A. Experience
- B. CRM Analytics
- C. Cloud Sales Cloud

Answer: A

Explanation:

The cloud that will decrease the number of incoming calls, empower customers, and increase satisfaction for the insurance call center is Experience Cloud. Experience Cloud is a product that allows companies to create digital experiences for their customers, partners, and employees, such as websites, portals, forums, and mobile apps. Experience Cloud helps the insurance call center to provide self-service options, such as FAQs, knowledge articles, chatbots, and case management, to its customers, so that they can find answers and solutions on their own, without having to call the agents. This reduces the call volume and improves the customer satisfaction and loyalty.

NEW QUESTION # 120

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

Answer: C

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 # 121

A Salesforce associate wants to quickly create an org where they can learn, practice, and develop Salesforce skills.

Which type of org should they create from within Trailhead?

- **A. Developer Edition**
- B. Playground
- C. Sandbox

Answer: A

Explanation:

The type of org that the associate should create from within Trailhead to quickly learn, practice, and develop Salesforce skills is a Playground. A Playground is a free, fully functional Salesforce org that you can use to test and explore the platform. You can create multiple Playgrounds from Trailhead and use them to complete hands-on challenges and projects¹. A Developer Edition is a type of org that you can create from the Salesforce website, not from Trailhead. A Sandbox is a type of org that you can create from a production org as a copy of it for testing and development purposes

NEW QUESTION # 122

Get Cloudy Consulting (GCC) wants to migrate to Salesforce as its business continues to grow. GCC's needs include:

Communicating available products and services to its prospective customers
Improving its sales pipeline forecast and management
quarterly revenue goals
Offering support to customers through its website, consider for implementation?

- **A. Sales, Service, and Marketing**
- B. Commerce, Service, and Marketing
- C. Service, Experience, and Marketing

Answer: A

Explanation:

The Salesforce products that best suit GCC's needs are Sales Cloud, Service Cloud, and Marketing Cloud. Sales Cloud helps GCC communicate its products and services to its prospective customers, improve its sales pipeline forecast and management, and achieve its quarterly revenue goals⁶. Service Cloud helps GCC offer support to customers through its website, phone, email, chat, and social media channels⁷. Marketing Cloud helps GCC create personalized customer journeys across email, mobile, social, web, and more

NEW QUESTION # 123

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