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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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"> • 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 (Q26-Q31):

NEW QUESTION # 26

Salesforce associate received a promotion and needs Edit access to fields on opportunity records across the organization. Which user setting need updating to allow Edit access?

- **A. Permission Set**
- B. Queue
- C. Public Group

Answer: A

Explanation:

Permission sets are used to grant additional access to users based on their functional or departmental needs. A permission set can be assigned to multiple users, regardless of their profile. A permission set can include field-level security settings that allow edit access to specific fields on an object. Queues are used to group records and assign them to a team of users who can work on them. Public groups are used to group users, roles, or other groups for the purpose of sharing records or sending email.

NEW QUESTION # 27

An online retail company uses Sales Cloud and Marketing Cloud. The company's Salesforce associate needs help while working in Marketing Cloud and wants to hear other Salesforce professionals' opinions. They would like to post a question that anyone around the globe who is familiar with Salesforce can answer. Which resource should they use?

- **A. Trailblazer Community**
- B. Trailhead Academy
- C. Salesforce Help

Answer: A

Explanation:

The Trailblazer Community is the resource that the Salesforce associate should use to post a question that anyone around the globe who is familiar with Salesforce can answer. The Trailblazer Community is an online platform where Salesforce users, partners, employees, and experts can connect, collaborate, and learn from each other. The Trailblazer Community allows the user to ask questions, join groups, share ideas, access resources, and earn badges. Trailhead Academy is a resource that provides training courses, certifications, and learning paths for Salesforce users who want to enhance their skills and knowledge. 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.

NEW QUESTION # 28

Get Cloudy Consulting wants to group its contacts by region. On most records, this text field is blank or misspelled. Which action is recommended to ensure there is correct data for this field?

- A. Email users a list of region names with correct spelling.
- B. Create a validation rule to enforce correct spelling.
- **C. Convert the Region field to a picklist field.**

Answer: C

Explanation:

Converting the Region field to a picklist field is the recommended action to ensure there is correct data for this field. A picklist field allows the user to select a value from a predefined list of values, which ensures data consistency and accuracy. For example, the Region field could have values such as North America, Europe, Asia, and so on. Creating a validation rule to enforce correct spelling

would not work, because it would not prevent the field from being blank, and it would not account for different spellings or variations of the same region. Emailing users a list of region names with correct spelling would not work, because it would rely on the users to manually enter the correct values, which is prone to human error and inconsistency.

NEW QUESTION # 29

Get Cloudy Consulting wants to implement Salesforce within its sales and service divisions, and automate several processes that involve both.

Which approach should they explore first?

- A. Third-party consulting services
- **B. Declarative**
- C. Programmatic

Answer: B

Explanation:

Declarative tools in Salesforce allow for process automation without the need for code. These tools, such as Process Builder, Flow Builder, and Approval Processes, enable users to configure automation that spans multiple divisions like sales and service. This approach is user-friendly, cost-effective, and faster to implement compared to programmatic solutions.

* B. Programmatic: Programmatic approaches (e.g., Apex code) should be used when declarative tools cannot meet specific complex requirements.

* C. Third-party consulting services: While consulting services may assist with implementation, exploring Salesforce's native tools should be the first approach.

References from Salesforce Documentation:

* Declarative vs. Programmatic Development

* Process Automation Overview

NEW QUESTION # 30

How should an associate display the sum of all closed won Opportunity amounts at the Account level?

- A. A custom report type
- **B. A Roll-Up Summary field**
- C. The Opportunity related list

Answer: B

Explanation:

A roll-up summary field is the best way to display the sum of all closed won opportunity amounts at the account level. A roll-up summary field is a type of field that calculates a value from a set of related records, such as the sum, average, min, or max. A roll-up summary field can only be created on the master object of a master-detail relationship, and it can only calculate values from the detail object. For example, a roll-up summary field called Total Revenue could be created on the Account object, and it could calculate the sum of the Amount field from the Opportunity object, where the Stage field equals Closed Won. A custom report type is a tool that allows the user to create a report based on the relationships between a primary object and its related objects. A custom report type does not display a value at the account level, but at the report level. The opportunity related list is a component that shows the related opportunities for a specific account record. The opportunity related list does not display the sum of all closed won opportunity amounts, but only the individual amounts for each opportunity.

NEW QUESTION # 31

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