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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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.
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"> • 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 (Q29-Q34):

NEW QUESTION # 29

A Salesforce associate at Get Cloudy Consulting is given a list of opportunities to work through. The associate asks for an easier way to change the opportunity stage.

What should be recommended?

- A. Switch to the Kanban View.
- B. Create multiple list views.
- C. Use a Dynamic Dashboard View.

Answer: A

Explanation:

The recommendation for the associate to change the opportunity stage more easily is to switch to the Kanban View. The Kanban View is a visual representation of the records in a list view, organized by stages or other categories. The associate can drag and drop the records from one column to another to update the stage or other fields. The Kanban View also shows key metrics and alerts for each column, such as the total amount, number of records, and overdue tasks. Creating multiple list views or using a Dynamic Dashboard View are not as convenient and efficient as using the Kanban View.

NEW QUESTION # 30

A Salesforce associate wants to connect with other Salesforce associates in their local area.

Which Salesforce resource allows them to network and collaborate with others based on role and location?

- A. Salesforce Interest Groups
- B. **Trailblazer Community Groups**
- C. Trailblazer Connect

Answer: B

Explanation:

Trailblazer Community Groups are the Salesforce resource that allows associates to network and collaborate with others based on role and location. Trailblazer Community Groups are local or virtual gatherings of Salesforce enthusiasts who share best practices, learn new skills, and support each other. There are different types of groups for different interests, such as admins, developers, marketers, women in tech, and more.

NEW QUESTION # 31

Get Cloudy Consulting (GCC) wants the ability to:

- * Send a predefined sequence of scheduled messages to prospective customers.
- * Track messages that get the best open and response rates.
- * Send customized messages to existing customers informing them of new products and discounts.

Which Salesforce cloud solution allows GCC to meet these requirements?

- A. Sales Cloud
- **B. Marketing Cloud**
- C. Service Cloud

Answer: B

Explanation:

The Marketing Cloud is the Salesforce cloud solution that allows GCC to meet the requirements of sending a predefined sequence of scheduled messages to prospective customers, tracking messages that get the best open and response rates, and sending customized messages to existing customers informing them of new products and discounts. The Marketing Cloud is a set of products and solutions designed specifically for marketing teams, such as email marketing, social media marketing, web marketing, and mobile marketing.

The Marketing Cloud allows the user to create and manage personalized marketing campaigns across multiple channels, and segment, target, and measure the impact of the marketing campaigns. The Marketing Cloud includes products such as Journey Builder, which allows the user to send a predefined sequence of scheduled messages to prospective customers based on their behavior and preferences; Email Studio, which allows the user to track messages that get the best open and response rates; and Content Builder, which allows the user to send customized messages to existing customers informing them of new products and discounts. The Sales Cloud is a set of products and solutions designed specifically for sales teams, such as account and contact management, opportunity management, lead management, forecasting, and analytics. The Sales Cloud does not provide the features and functionality to meet the requirements of GCC. The Service Cloud is a set of products and solutions designed specifically for customer service teams, such as case management, knowledge base, chat, and phone. The Service Cloud does not provide the features and functionality to meet the requirements of GCC.

NEW QUESTION # 32

A Salesforce associate is creating a report that needs to show changes in a value over a series of points in time.

Which type of chart should the associate add to this report to help visualize these changes?

- **A. Line**
- B. Donut
- C. Scatter

Answer: A

Explanation:

The type of chart that the associate should add to the report to help visualize the changes in a value over a series of points in time is a line chart. A line chart shows how a numeric value changes over time or across categories, using a continuous line that connects the data points. A line chart is useful for showing trends, patterns, or fluctuations in the data.

NEW QUESTION # 33

A Salesforce standard profile end user is looking for specific information on an Opportunity record page.

They are overwhelmed by the required scrolling to see the page.

What should the user do to simplify the page to see only what they want?

- **A. Collapse detail sections.**
- B. Remove activities.
- C. Change page layout assignment.

Answer: A

Explanation:

Collapsing detail sections is a way to simplify the page to see only what the user wants, as it will hide the fields in that section and reduce the scrolling.

NEW QUESTION # 34

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