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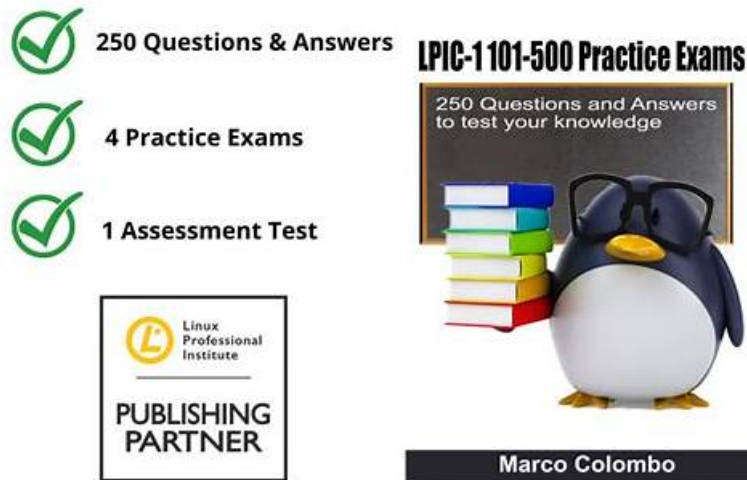
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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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 3	• 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 4	• 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.

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Salesforce Certified Platform Foundations Sample Questions (Q90-Q95):

NEW QUESTION # 90
Where can a Salesforce associate find information that provides a view of interactions with a contact?

- A. Activity Timeline
- B. Contact History
- C. Details Tab

Answer: A

Explanation:
The Activity Timeline in Salesforce provides a chronological view of all past and upcoming interactions with a contact. This includes logged calls, emails, meetings, and tasks. It is a central feature to track engagement and manage customer relationships effectively.
* B. Details Tab: Displays static information about the contact, such as name, email, and address, but not interaction history.
* C. Contact History: Refers to changes made to a contact's field values over time, not interaction logs.
References from Salesforce Documentation:
* Activity Timeline Overview
* Working with Contacts

NEW QUESTION # 91
Where can a new user set up an email signature in Salesforce?

- A. Personal Settings
- B. User Profile
- C. Email Setup

Answer: C

Explanation:
The place where the new user can set up an email signature in Salesforce is the Personal Settings. The Personal Settings are where the user can customize their preferences, such as language, locale, time zone, display, security, and email. The user can access the Personal Settings by clicking on their profile icon and then clicking Settings. Then, they can click on Email under My Personal Information and then click on My Email Settings. There, they can enter their email signature in the Email Signature field and click Save. The User Profile and the Email Setup are not the correct places to set up an email signature in Salesforce.

NEW QUESTION # 92
A Salesforce associate wants a visual summary of opportunities in a list view. The associate would like to summarize, filter, and move opportunities along the pipeline.
What should they do to meet this requirement?

- A. Create an Opportunity List View.
- B. Create an Opportunities Kanban View.
- C. Create an Opportunity Summary report.

Answer: B

Explanation:
The opportunities Kanban view is a visual summary of opportunities in a list view, where the associate can summarize, filter, and move opportunities along the pipeline by dragging and dropping them.

NEW QUESTION # 93

Which relationship type exists between Accounts and Contacts?

- A. Master-detail
- B. Self
- C. Lookup

Answer: C

Explanation:

The relationship type between accounts and contacts is a lookup relationship. A lookup relationship links two objects together, but does not affect security, ownership, or deletion. A master-detail relationship is a type of lookup relationship that creates a parent-child relationship between two objects, where the child records inherit the security and ownership of the parent record, and are deleted when the parent record is deleted. A self relationship is a type of lookup relationship that links an object to itself, creating a hierarchy of records.

NEW QUESTION # 94

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

Answer: C

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 # 95

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