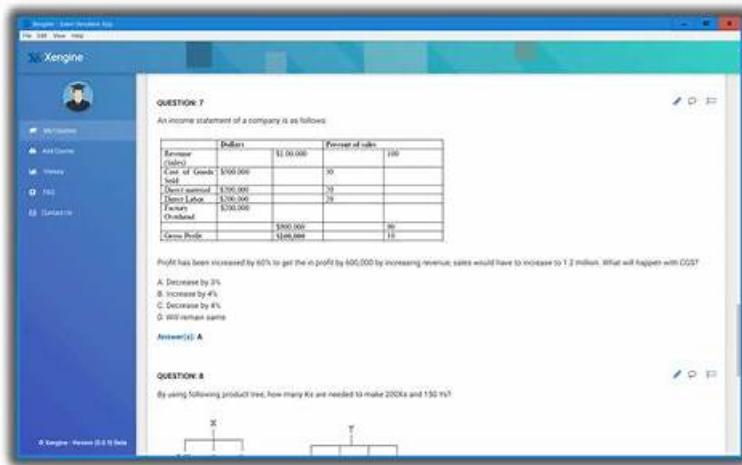


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Salesforce Plat-101 Exam Syllabus Topics:

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 (Q35-Q40):

NEW QUESTION # 35

A Salesforce associate wants to learn more about converting Leads to Contacts. They enjoy learning in an asynchronous, gamified way.

Which resource should they use?

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

Answer: C

Explanation:

Trailhead is the resource that the Salesforce associate should use to learn more about converting leads to contacts in an asynchronous, gamified way. Trailhead is a learning platform that provides interactive, online, and free courses for anyone who wants to learn Salesforce skills and earn credentials. Trailhead allows the user to learn at their own pace, in their own time, and in their own way. Trailhead also provides gamification features, such as badges, points, and ranks, to motivate and reward the user for their learning progress.

Trailhead has a module called Lead Management that covers the topic of converting leads to contacts, among other topics. 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.

Salesforce Help is not a learning platform, and it does not provide gamification features. The Trailblazer Community is a resource that provides an online platform where Salesforce users, partners, employees, and experts can connect, collaborate, and learn from each other. The Trailblazer Community is not a learning platform, and it does not provide gamification features.

NEW QUESTION # 36

A Salesforce associate has been tasked with creating new fields on the Contact object and determining what type of field be used for each one.

Where should the associate go to understand the differences between the data types?

- A. **Salesforce Help**
- B. App Launch
- C. Customer Support

Answer: A

Explanation:

Salesforce Help is where the associate should go to understand the differences between the data types.

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. Salesforce Help has a section called Data Types that explains the characteristics and use cases of each data type, such as text, number, date, picklist, checkbox, and so on. Customer Support is a service that provides technical support and assistance for Salesforce users who encounter issues or errors with Salesforce products and features.

Customer Support is not a resource that explains the differences between the data types, but rather a resource that helps resolve problems or incidents. App Launcher is a feature that allows the user to access all the apps and objects in Salesforce, such as Sales, Service, Marketing, and so on. App Launcher is not a resource that explains the differences between the data types, but rather a feature that helps navigate the user interface.

NEW QUESTION # 37

A Salesforce associate tries to create a new user in a sandbox using Astrogetdoudy.org as the username and it fails.

What is the problem with creating the Astro3getcloudy.org' username?

- A. Salesforce usernames must include the user's full name and be formatted like an email address.
- B. Salesforce usernames must be formatted like an email address with .com at the end.
- C. Salesforce usernames must be unique across all Salesforce orgs and that one is already in use.

Answer: C

Explanation:

The problem with creating the Astrogetdoudy.org username is that Salesforce usernames must be unique across all Salesforce orgs and that one is already in use. Salesforce usernames are global identifiers that allow users to log in to any Salesforce org or instance. Therefore, usernames cannot be duplicated or reused by different users.

NEW QUESTION # 38

A Salesforce associate is asked to add a new employee record to their client. Get Cloudy Consulting.

□ To which object should they add this record?

- A. Accounts
- B. Contacts
- C. Leads

Answer: B

Explanation:

The Contact object is where the associate should add the new employee record. The Contact object is used to store information about individuals who are associated with an account, such as name, phone, email, title, and role. The Contact object has a lookup relationship with the Account object, which allows the user to select an account that the contact is related to. The Accounts object is used to store information about companies or organizations that are customers, partners, or competitors. The Accounts object does not store information about individual employees. The Leads object is used to store information about potential customers who have shown interest in a product or service, but have not yet been qualified. The Leads object does not store information about existing employees.

NEW QUESTION # 39

An organization wants to implement Salesforce into its business model. The requirements include:

- * Operations management
- * Program management
- * Grantmaking
- * Fundraising
- * Marketing
- * Engagement

Which cloud is preconfigured to handle all of these requirements?

- A. Nonprofit
- B. Experience
- C. Analytics

Answer: A

Explanation:

The Nonprofit Cloud is preconfigured to handle all of the requirements listed, such as operations management, program management, grantmaking, fundraising, marketing, and engagement. The Nonprofit Cloud is a set of solutions that helps nonprofits drive greater impact through connected experiences.

NEW QUESTION # 40

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