

Download Plat-101 Free Dumps - Plat-101 Exam Syllabus



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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">• 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">• 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 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 (Q82-Q87):

NEW QUESTION # 82

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 # 83

Which Trailhead feature should Get Cloudy Consulting use to create a custom learning path for its employees?

- A. Projects
- B. Trail mixes
- C. Modules

Answer: B

Explanation:

Trailmixes are the Trailhead feature that Get Cloudy Consulting should use to create a custom learning path for its employees. Trailmixes are collections of learning content that users can create, customize, and share with others. Users can add modules, projects, trails, superbadges, and even external links to their trailmixes and assign due dates and points

NEW QUESTION # 84

Get Cloudy Consulting (GCC) provides consulting services to small and medium-sized business in the financial services space. GCC wants a solution for customer service where complaints can be logged through a web form and email.

Which Salesforce solution should GCC use?

- A. Experience Cloud
- B. Commerce Cloud
- C. Service cloud

Answer: C

Explanation:

The Salesforce solution that GCC should use for customer service where complaints can be logged through a web form and email is Service Cloud. Service Cloud is a product that helps companies deliver fast and personalized customer service across multiple channels, such as phone, email, web, chat, and social media. Service Cloud allows GCC to create cases from web forms and emails, assign them to agents, track their status, and resolve them efficiently

NEW QUESTION # 85

A Salesforce associate has been asked to identify all contacts that have had interactions with their company in the last year. What should the associate do to identify these contacts?

- A. Look at the last related activity date.
- B. Look at the active field.
- C. Look at the contact's Last Modified Date.

Answer: A

Explanation:

The last related activity date is a field on the contact object that shows the date of the most recent task or event related to the contact. This can be used to identify contacts that have had interactions with the company in the last year.

NEW QUESTION # 86

Get Cloud Consulting (GCC) currently uses separate platform for marketing sales, commerce, service, and information technology. As GCC continues to grow, it decides to move all departments onto Salesforce.

What would provide GCC the most benefit by moving to the Salesforce Platform?

- A. Salesforce increases security by only requiring employees to remember one password.
- B. Salesforce saves companies money by eliminating the need to purchase licenses for multiple systems.
- C. Salesforce provides a complete view of a company's customers on one unified platform.

Answer: C

Explanation:

The most benefit that GCC would get by moving to the Salesforce Platform is that it provides a complete view of a company's customers on one unified platform. This means that GCC can access and manage all the data and processes related to its marketing, sales, commerce, service, and IT departments from one place, without having to switch between different systems or platforms. This also enables GCC to have a 360-degree view of its customers, which helps it deliver personalized and consistent experiences across all touchpoints.

NEW QUESTION # 87

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