

# Test Salesforce Plat-101 Vce Free - Plat-101 Exam Discount



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## Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• 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.</li></ul>

Topic 4	<ul style="list-style-type: none"> <li>• Reports &amp; 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.</li> </ul>
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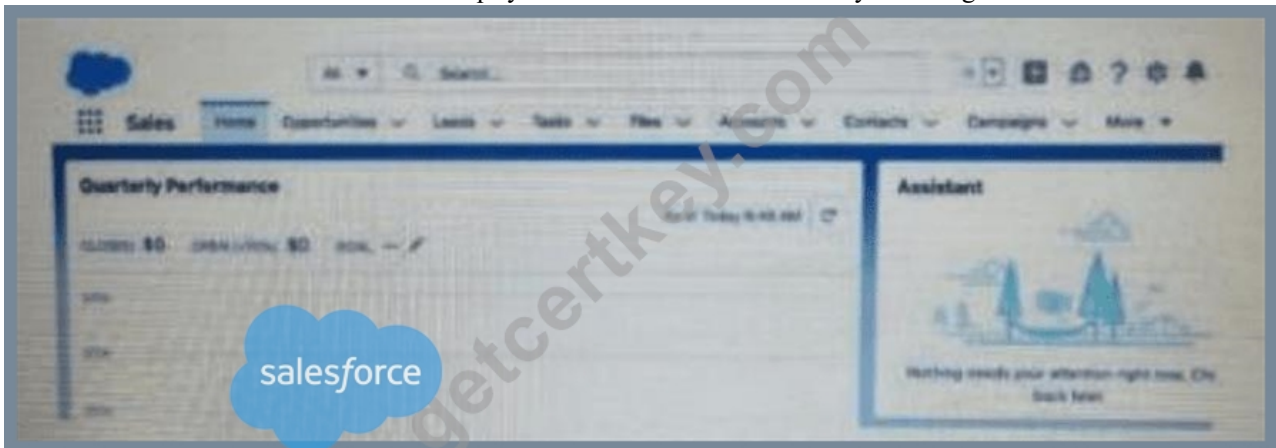
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## Salesforce Certified Platform Foundations Sample Questions (Q109-Q114):

### NEW QUESTION # 109

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. Contacts
- B. Leads
- C. Accounts

**Answer: A**

**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 # 110

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. Salesforce Help
- B. Trailhead Academy
- 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 # 111

Which Salesforce role should help companies increase campaign effectiveness, reengage inactive customers, and grow their customer base?

- A. Marketer
- B. Consultant
- C. Designer

**Answer: A**

Explanation:

The marketer role is the role that should help companies increase campaign effectiveness, reengage inactive customers, and grow their customer base. A marketer is a person who plans, executes, and analyzes marketing strategies and campaigns to promote a product, service, or brand. A marketer uses tools such as Marketing Cloud, Pardot, and Social Studio to create and manage personalized marketing campaigns across multiple channels, such as email, social media, web, and mobile. A marketer also uses tools such as Audience Studio, Datorama, and Tableau to segment, target, and measure the impact of marketing campaigns. A consultant is a person who provides expert advice and guidance to clients on how to use Salesforce products and solutions to achieve their business goals. A consultant uses tools such as Service Cloud, Field Service, and MuleSoft to help clients improve their customer service, field operations, and data integration. A designer is a person who creates and develops the visual and interactive elements of digital experiences, such as websites, portals, and mobile apps. A designer uses tools such as Experience Cloud, Heroku, and Lightning Web Components to design and build engaging and responsive digital experiences for customers, partners, and employees.

#### NEW QUESTION # 112

What format is available for a Salesforce report export?

- A. Excel format .xlxs
- B. Portable Document Framework format .pdf
- C. Word format .docx

**Answer: B**

Explanation:

Salesforce reports can be exported in several formats, primarily:

- \* CSV (Comma Separated Values) for data manipulation in spreadsheet applications like Excel.
- \* Excel Format (.xlsx) for detailed data analysis.
- \* PDF (Portable Document Format) for easily shareable and printable reports.

However, Word format (.docx) is not supported for exporting reports. Similarly, Excel format is .xlsx, not .

xlxs (a typo). Thus, among the options provided, only PDF is accurate for export formats supported natively by Salesforce.

References from Salesforce Documentation:

- \* Export Salesforce Reports

\* Salesforce Report Export Formats

### NEW QUESTION # 113

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. Analytics
- C. Experience

**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 # 114

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It can be difficult to prepare for the Salesforce Plat-101 exam successfully, but with actual and updated Salesforce Certified Platform Foundations (Plat-101) exam questions, it can be much simpler. The difference between successful and failed Plat-101 Certification Exam attempts can be determined by studying with real Plat-101 exam questions.

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