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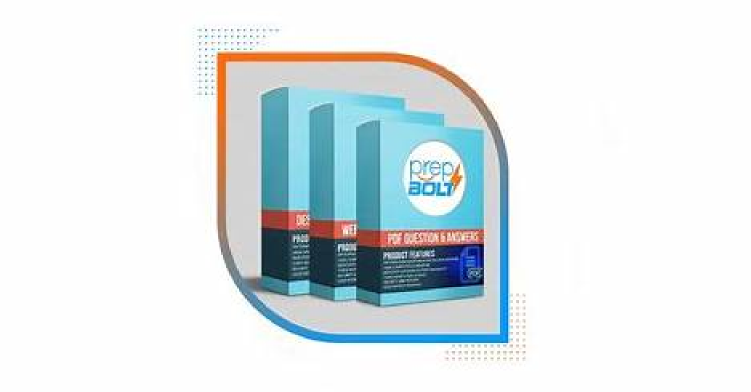

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Salesforce Plat-101 Exam Syllabus Topics:

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	• 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	• 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 4	• 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.

Salesforce Certified Platform Foundations Sample Questions (Q76-Q81):

NEW QUESTION # 76
Get Cloudy Consulting currently stores information about is customers and partners in the Account object.
There are a few details specific to partners that are not applicable to customers.
What is the recommended way to display only the information application to each group?

- A. Use Account for customers and create a custom object for partners.
- B. Create record types on Account called Partner and Customer
- C. Create custom object called Partner and Customer

Answer: B

Explanation:
Creating record types on Account called Partner and Customer is the recommended way to display only the information applicable to each group. Record types allow different page layouts, picklist values, and business processes to be assigned to different users based on their profile. For example, the Partner record type could have a page layout that includes fields specific to partners, such as Partner Type, Partner Level, and Partner Status. The Customer record type could have a different page layout that excludes those fields. Using Account for customers and creating a custom object for partners would not be advisable, because it would create data silos and make reporting and sharing more difficult. Creating custom objects called Partner and Customer would not make sense, because they are both types of accounts and should use the standard Account object.

NEW QUESTION # 77
Get Cloudy Consulting wants to evaluate a new feature that requires a specific license before purchasing.
Which environment should be used?

- A. Scratch org
- B. Developer sandbox
- C. Developer org

Answer: C

Explanation:
A developer org should be used to evaluate a new feature that requires a specific license before purchasing. A developer org is a free, full-featured copy of the Salesforce platform that allows developers to create and test applications and features. A developer org can have access to all the licenses and features that are available in the Salesforce platform

NEW QUESTION # 78
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. Leads
- C. Contacts

Answer: C

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 # 79
A manager is creating a dashboard for their team and wants each team member to receive a copy of the dashboard results by email each week.
What should the team members do to ensure they receive they weekly results?

- A. Follow the dashboard
- B. Like the dashboard.
- C. Subscribe to the dashboard

Answer: C

Explanation:
The action that the team members should do to ensure they receive the weekly results of the dashboard by email is to subscribe to the dashboard. Subscriptions let users schedule dashboards to run at regular intervals and send notifications to them or other recipients by email or Chatter. Users can also set conditions for when the notifications are sent, such as when the dashboard returns no results or the results change.

NEW QUESTION # 80
A Salesforce associate wants to update an opportunity record they just closed. Which relationship is standard as a Lookup field on an opportunity?

- A. Quote
- B. Stage
- C. Account

Answer: C

Explanation:
The account relationship is a standard lookup field on an opportunity. A lookup field allows the user to select a record from another object and link it to the current record. The account field on an opportunity allows the user to select an account that the opportunity is related to. The stage relationship is not a lookup field, but a picklist field that indicates the sales stage of the opportunity, such as Prospecting, Negotiation, or Closed Won. The quote relationship is not a standard lookup field, but a custom lookup field that can be created to link an opportunity to a quote. A quote is a record that shows proposed prices for products and services.

NEW QUESTION # 81
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