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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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"> • 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.

Salesforce Certified Platform Foundations Sample Questions (Q112-Q117):

NEW QUESTION # 112

Get Cloudy Consulting (GCC) wants to build one dashboard for Leads and Opportunities. GCC want the data to be displayed based on the logged-in user's security setting.

Which type of dashboard should this be?

- **A. Dynamic**
- B. Static
- C. Standard

Answer: A

Explanation:

The type of dashboard that GCC should use to display data based on the logged-in user's security setting is a Dynamic dashboard. A Dynamic dashboard allows each user to see the dashboard data according to their own access level and permissions. For example, a sales manager can see the data for their entire team, while a sales rep can only see their own data. A Static dashboard is a type of dashboard that shows the same data to all users, regardless of their access level and permissions. A Standard dashboard is a type of dashboard that shows the data based on the security setting of the dashboard running user, which is a single user that is specified when the dashboard is created or edited.

NEW QUESTION # 113

Which action(s) must be taken for Salesforce updates?

- A. Updates need to be downloaded with each release
- B. Updates require purchasing an updated license.
- **C. Updates are automatic; nothing needs to be downloaded or installed.**

Answer: C

Explanation:

Updates are automatic; nothing needs to be downloaded or installed is the correct action for Salesforce updates. Salesforce updates are a feature that allows the user to benefit from the latest features and functionality of the Salesforce platform without any hassle or interruption. Salesforce updates are delivered automatically to all orgs three times a year, in spring, summer, and winter. The user does not need to download or install anything to receive the updates, and the user's data and customization are preserved and compatible with the updates. Updates do not require purchasing an updated license, because the user's existing license covers the updates. Updates do not need to be downloaded with each release, because the updates are applied automatically to the user's org.

NEW QUESTION # 114

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

Answer: A

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 # 115

An insurance call center is experiencing increased policy support calls which has led to long wait times and disappointed customers. Which cloud will decrease the number of incoming calls, empower customers, and increase satisfaction?

- **A. Experience**
- B. CRM Analytics
- C. Cloud Sales Cloud

Answer: A

Explanation:

The cloud that will decrease the number of incoming calls, empower customers, and increase satisfaction for the insurance call center is Experience Cloud. Experience Cloud is a product that allows companies to create digital experiences for their customers, partners, and employees, such as websites, portals, forums, and mobile apps. Experience Cloud helps the insurance call center to provide self-service options, such as FAQs, knowledge articles, chatbots, and case management, to its customers, so that they can find answers and solutions on their own, without having to call the agents. This reduces the call volume and improves the customer satisfaction and loyalty.

NEW QUESTION # 116

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

Answer: A

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 # 117

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