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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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"> • 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 4	<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.

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Salesforce Certified Platform Foundations Sample Questions (Q86-Q91):

NEW QUESTION # 86

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

Answer: B

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 # 87

Get Cloudy Consulting wants to group its contacts by region. On most records, this text field is blank or misspelled. Which action is recommended to ensure there is correct data for this field?

- A. Create a validation rule to enforce correct spelling.
- B. **Convert the Region field to a picklist field.**
- C. Email users a list of region names with correct spelling.

Answer: B

Explanation:

Converting the Region field to a picklist field is the recommended action to ensure there is correct data for this field. A picklist field allows the user to select a value from a predefined list of values, which ensures data consistency and accuracy. For example, the Region field could have values such as North America, Europe, Asia, and so on. Creating a validation rule to enforce correct spelling would not work, because it would not prevent the field from being blank, and it would not account for different spellings or variations of the same region. Emailing users a list of region names with correct spelling would not work, because it would rely on the users to manually enter the correct values, which is prone to human error and inconsistency.

NEW QUESTION # 88

A sales rep at Get Cloudy Consulting asks the new Salesforce associate to give them a report showing all the active accounts for the sales rep's territory.

Where should the associate go to create a new report for Accounts?

- A. Accounts tab
- B. Setup
- C. Reports tab

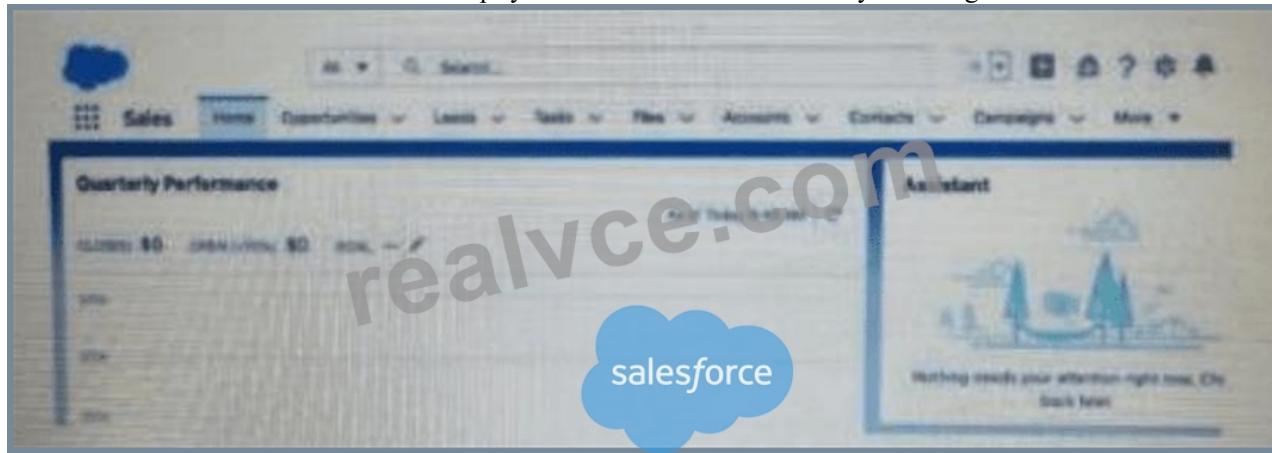
Answer: C

Explanation:

The Reports tab is where the associate should go to create a new report for Accounts. The Reports tab allows the user to create, view, edit, and run reports in Salesforce. The user can select a report type, such as Accounts, Accounts with Contacts, or Accounts with Opportunities, and then add filters, groupings, charts, and other features to customize the report. The Setup menu is where the user can configure the settings and customization of Salesforce, such as creating objects, fields, workflows, and security settings. The Accounts tab is where the user can view, create, edit, and delete account records in Salesforce.

NEW QUESTION # 89

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 # 90

An employee at Get Consulting recently changed their name and received a new username. Where should these changes be updated?

- A. User Record page from Setup
- B. User profile page
- C. Contact Record page

Answer: A

Explanation:

The user record page from Setup is where the changes should be updated. The user record page from Setup allows the user to view and edit the information and settings of a user, such as name, username, email, profile, role, and license. The user record page from Setup can be accessed by clicking the Setup icon in the header, then clicking Users > Users, and then clicking the name of the user. The contact record page is where the user can view and edit the information of a contact, such as name, phone, email, account, and address. The contact record page does not affect the user's username or login access. The user profile page is where the user can view and edit their personal information, such as name, email, password, and language. The user profile page does not allow the user to change their username or license.

NEW QUESTION # 91

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