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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"> • 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 | <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 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. |

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Salesforce Certified Platform Foundations Sample Questions (Q118-Q123):

NEW QUESTION # 118

Get Cloudy Consulting's growing marketing team is on a custom profile named Marketing Team.' The team currently has Read access to leads and opportunities- Two marketing managers need Edit access on leads. What should the Salesforce associate do to grant them the access they need?

- A. Create a permission set that grants Edit access to leads and assign it to the marketing team.
- **B. Create a permission set that grants Edit access to leads and assign it to the marketing managers.**
- C. Create a new profile that grants Edit access to leads and assign it to the marketing managers.

Answer: B

Explanation:

Creating a permission set that grants Edit access to leads and assigning it to the marketing managers is the best way to grant them the access they need, without affecting the other users on the marketing team profile.

NEW QUESTION # 119

A salesforce associate is excited to find they can combine the challenge of learning new skills with the chance of winning prizes?

- A. Quests
- B. Super badges
- **C. Ranks**

Answer: C

Explanation:

The Salesforce feature that allows an associate to combine the challenge of learning new skills with the chance of winning prizes is Ranks. Ranks are a way to measure your progress and compare it with other learners on Trailhead. You can earn ranks by completing modules, projects, superbadges, and trails. Each rank has a minimum number of points and badges required to achieve it. You can also win prizes by participating in quests, which are time-limited challenges that reward you with swag, certifications, or other goodies¹. Superbadges are not a feature that offers prizes, but they are a way to showcase your advanced skills and earn real-world scenario credentials²

NEW QUESTION # 120

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. Setup
- B. Accounts tab
- **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 # 121

Get Cloudy Consulting wants to implement Salesforce within its sales and service divisions, and automate several processes that involve both.

Which approach should they explore first?

- A. Third-party consulting services
- B. Programmatic
- C. Declarative

Answer: C

Explanation:

Declarative tools in Salesforce allow for process automation without the need for code. These tools, such as Process Builder, Flow Builder, and Approval Processes, enable users to configure automation that spans multiple divisions like sales and service. This approach is user-friendly, cost-effective, and faster to implement compared to programmatic solutions.

* B. Programmatic: Programmatic approaches (e.g., Apex code) should be used when declarative tools cannot meet specific complex requirements.

* C. Third-party consulting services: While consulting services may assist with implementation, exploring Salesforce's native tools should be the first approach.

References from Salesforce Documentation:

* Declarative vs. Programmatic Development

* Process Automation Overview

NEW QUESTION # 122

A Salesforce associate has received a request to create new users for a group of new employees.

Where can the associate check the number of licenses available to be assigned to the new employees?

- A. Salesforce Help
- B. Company Information
- C. User Management Settings

Answer: B

Explanation:

The company information page shows the number of licenses available to be assigned to the new employees, as well as other details about the organization.

NEW QUESTION # 123

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