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## Salesforce Plat-101 Exam Syllabus Topics:

| Topic   | Details   |
|---------|---|
| Topic 1 | <ul style="list-style-type: none"><li>• <b>Salesforce Ecosystem:</b> 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 2 | <ul style="list-style-type: none"><li>• <b>Navigation:</b> 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 3 | <ul style="list-style-type: none"><li>• <b>Data Model:</b> 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 4 | <ul style="list-style-type: none"><li>• <b>Reports &amp; Dashboards:</b> 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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## Salesforce Certified Platform Foundations Sample Questions (Q82-Q87):

### NEW QUESTION # 82

Get Cloudy Consulting wants to group its contacts by Region for reporting.

What data type should the Salesforce associate recommend for this new Region field?

- **A. Picklist**
- B. Text
- C. Multi-select picklist

**Answer: A**

Explanation:

When grouping contacts by a specific category like Region for reporting, the recommended data type is a Picklist. Picklists ensure data consistency by restricting input to predefined values, making it easier to categorize and analyze data in reports.

\* A. Multi-select picklist: While this allows multiple values for a single record, it complicates reporting and grouping.

\* C. Text: A text field lacks standardized input, increasing the risk of inconsistent data and reporting challenges.

References from Salesforce Documentation:

\* Custom Field Types

\* Picklists in Reports

### NEW QUESTION # 83

A Salesforce associate wants to quickly create an org where they can learn, practice, and develop Salesforce skills.

Which type of org should they create from within Trailhead?

- A. Sandbox
- **B. Developer Edition**
- C. Playground

**Answer: B**

Explanation:

The type of org that the associate should create from within Trailhead to quickly learn, practice, and develop Salesforce skills is a Playground. A Playground is a free, fully functional Salesforce org that you can use to test and explore the platform. You can create multiple Playgrounds from Trailhead and use them to complete hands-on challenges and projects<sup>1</sup>. A Developer Edition is a type of org that you can create from the Salesforce website, not from Trailhead. A Sandbox is a type of org that you can create from a production org as a copy of it for testing and development purposes

### NEW QUESTION # 84

A Salesforce associate wants to filter a Lead report by a secondary industry field.

Who would the associate typically work with to get a new field added in their Salesforce org?

- **A. Salesforce Administrator**
- B. Salesforce Technical Architect
- C. Salesforce Developer

**Answer: A**

Explanation:

The person that the associate would typically work with to get a new field added in their Salesforce org is a Salesforce Administrator. A Salesforce Administrator is someone who configures and manages the Salesforce platform for their organization. They can create and customize objects, fields, layouts, reports, dashboards, and other features to meet the specific needs of their users

### NEW QUESTION # 85

Which Salesforce role produces data-driven solutions by eliciting, documenting, and examining requirements around organizational challenges?

- **A. Business Analyst**
- B. User Experience Designer
- C. Platform Developer

**Answer: A**

Explanation:

A business analyst produces data-driven solutions by eliciting, documenting, and examining requirements around organizational challenges. A business analyst also helps design and implement solutions using Salesforce tools and best practices

### NEW QUESTION # 86

Refer to the screenshot that shows the top portion of the Salesforce Service app with areas labeled A, B, and C.

Get Cloudy Consulting (GCC) offers sales and services consoles to meet the various needs of its end users?

Where should GCC' end users go to change to the Sales Console.

- A. Search bar (Label b)
- B. A dropdown in the navigation bar (Label C)
- **C. App Launcher icon (Label A)**

**Answer: C**

Explanation:

The place where GCC's end users should go to change to the Sales Console is the App Launcher icon (Label A). The App Launcher is a menu that allows users to access all the apps and items in their Salesforce org. The Sales Console is one of the apps that can be found in the App Launcher. The user can search for "Sales Console" in the App Launcher and select it to switch to the Sales Console app. The Sales Console is a standard Salesforce Lightning console app that meets all the sales needs. The Search bar (Label B) is a feature that allows users to find records and other items in their Salesforce org, but it does not search for apps outside their org. The dropdown in the navigation bar (Label C) is a menu that allows users to switch between different tabs and items within the current app, but it does not show other apps.

### NEW QUESTION # 87

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