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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details

Topic 1	• 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 2	• 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	• 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	• 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.

Salesforce Certified Platform Foundations Sample Questions (Q95-Q100):

NEW QUESTION # 95
A Salesforce associate is asked to share records about a carpool program with users.
Which type of group should the associate create?

- A. Public Group(s)
- B. Private Group(s)
- C. A Queue

Answer: A

Explanation:
The type of group that the associate should create to share records about a carpool program with users is a public group. A public group is a set of users that can be used to define sharing rules, queues, and other features that require a group of users. A public group can include individual users, other groups, roles, or territories. A public group can be used to share records with a specific group of users who are interested in the carpool program. A private group is a type of Chatter group that is not related to record sharing. A queue is a feature that allows users to manage leads, cases, and other objects as a team, but it is not suitable for sharing records about a carpool program.

NEW QUESTION # 96
Get Cloudy Consulting (GCC) currently supports its customers via calls and emails. GCC wants to meet the needs of digitally savvy customers by offering support via web chat as well as SMS, Facebook Messenger, and WhatsApp.
Which Salesforce product should meet this need?

- A. Service Cloud
- B. Sales Cloud
- C. Experience Cloud

Answer: A

Explanation:
Service Cloud is the Salesforce product that should meet the need of Get Cloudy Consulting to offer support via web chat and other digital channels. Service Cloud is a cloud-based customer service platform that allows agents to deliver fast and personalized service across multiple channels, such as phone, email, web, social media, and messaging apps. Service Cloud also provides tools for case management, knowledge base, self- service, and analytics.

NEW QUESTION # 97

Where can a Salesforce associate find information that provides a view of interactions with a contact?

- A. Activity Timeline
- B. Contact History
- C. Details Tab

Answer: A

Explanation:

The Activity Timeline in Salesforce provides a chronological view of all past and upcoming interactions with a contact. This includes logged calls, emails, meetings, and tasks. It is a central feature to track engagement and manage customer relationships effectively.
* B. Details Tab: Displays static information about the contact, such as name, email, and address, but not interaction history.
* C. Contact History: Refers to changes made to a contact's field values over time, not interaction logs.
References from Salesforce Documentation:
* Activity Timeline Overview
* Working with Contacts

NEW QUESTION # 98

Get Cloudy Consulting plans to implement Agentforce to enhance their sales team's efficiency.
Which activity does Agentforce support?

- A. Scheduling meetings with leads
- B. Automating emails to leads at pre-defined times
- C. Prioritizing sales activities based on lead conversion likelihood

Answer: C

Explanation:

Agentforce, part of Salesforce's Sales Cloud, utilizes Einstein AI and predictive analytics to enhance the efficiency of sales teams.
Key capabilities of Agentforce include:
* Lead Scoring: Using AI to assign scores based on the likelihood of conversion, allowing sales teams to prioritize activities.
* Opportunity Insights: Providing actionable recommendations based on historical and predictive data.
* Next Best Action: Offering suggestions to engage leads effectively.
* A. Scheduling meetings with leads: This functionality may involve Salesforce Calendar or integrated scheduling tools, not directly Agentforce.
* C. Automating emails to leads at pre-defined times: This is a feature of Salesforce Pardot or Marketing Cloud, not Agentforce.
References from Salesforce Documentation:
* Salesforce Sales Cloud Overview
* Einstein Lead Scoring
* Salesforce Associate Exam Guide

NEW QUESTION # 99

Get Cloudy Consulting (GCC) plans to migrate from a legacy CRM system to Salesforce. GCC currently uses a dedicated single-tenant, on-premise system and wants to utilize a multi-tenant architecture like Salesforce uses.
What is one feature of multi-tenant architecture?

- A. Resources are shared but tenants cannot claim each other's resources.
- B. Resources are limited to each tenant.
- C. Resources are shared and tenants can claim each other's resources.

Answer: A

Explanation:

One feature of multi-tenant architecture is that resources are shared but tenants cannot claim each other's resources. Multi-tenant architecture means that multiple customers (tenants) share the same hardware, software, and infrastructure resources, but their data and configurations are isolated and secure. This allows Salesforce to deliver high performance, scalability, and availability to its customers

NEW QUESTION # 100

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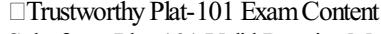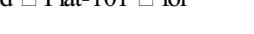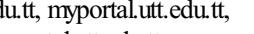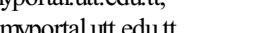Exam4Tests releases a new high pass-rate Plat-101 valid exam preparation recently. If you are still puzzled by your test you can set your heart at rest to purchase our valid exam materials which will assist you to clear exam easily. We can guarantee purchasing Salesforce Plat-101 Valid Exam Preparation will be the best passing methods and it always help you pass exam at first attempt. Now it is really an opportunity. Stop waiting and hesitate again!

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