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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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 3	• 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	• 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 (Q25-Q30):

NEW QUESTION # 25
A Salesforce associate at Get Cloudy Consulting is working with a user to view multiple records and their related records on the same screen. Currently, the user uses multiple browser tabs.
Which app should the associate recommend for the user to view multiple records and their related records on one screen?

- A. Salesforce Lightning Page
- B. Salesforce Lightning Console
- C. Salesforce Dashboard

Answer: B

Explanation:
The Salesforce Lightning Console is an app that allows the user to view multiple records and their related records on one screen, using tabs and subtabs. This can improve the user's productivity and efficiency.

NEW QUESTION # 26
A Salesforce user met with the new Director of IT for their customer, Northern Trail Outfitters (NTO).
Where should the user add the new Director's information into Salesforce?

- A. Contacts
- B. Accounts
- C. Leads

Answer: A

Explanation:
In Salesforce, the Contacts object is used to store information about individuals associated with an Account (e.
g., the customer organization). Since the new Director of IT works for Northern Trail Outfitters (NTO), the correct place to store their information is under Contacts, linked to the relevant Account.
* A. Accounts: Used for organizations or companies, not individuals.
* C. Leads: Used for prospective customers or individuals before they are qualified as contacts.
References from Salesforce Documentation:
* Contacts and Accounts Overview
* Leads vs. Contacts

NEW QUESTION # 27
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 new profile that grants Edit access to leads and assign it to the marketing managers.
- B. Create a permission set that grants Edit access to leads and assign it to the marketing managers.
- C. Create a permission set that grants Edit access to leads and assign it to the marketing team.

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 # 28
How should an associate display the sum of all closed won Opportunity amounts at the Account level?

- A. A custom report type
- B. A Roll-Up Summary field
- C. The Opportunity related list

Answer: B

Explanation:
A roll-up summary field is the best way to display the sum of all closed won opportunity amounts at the account level. A roll-up summary field is a type of field that calculates a value from a set of related records, such as the sum, average, min, or max. A roll-up summary field can only be created on the master object of a master-detail relationship, and it can only calculate values from the detail object. For example, a roll-up summary field called Total Revenue could be created on the Account object, and it could calculate the sum of the Amount field from the Opportunity object, where the Stage field equals Closed Won. A custom report type is a tool that allows the user to create a report based on the relationships between a primary object and its related objects. A custom report type does not display a value at the account level, but at the report level. The opportunity related list is a component that shows the related opportunities for a specific account record. The opportunity related list does not display the sum of all closed won opportunity amounts, but only the individual amounts for each opportunity.

NEW QUESTION # 29
Get Cloudy Consulting plans to implement Agentforce to enhance their sales team's efficiency.
Which activity does Agentforce support?

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

Answer: A

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 # 30
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