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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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">• 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	<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 (Q67-Q72):

NEW QUESTION # 67

An employee at Get Cloudy Consulting recently changed their name. They received a new email address. Where should these changes be updated?

- A. Contact Record page
- **B. User Record page from Setup**
- C. User Profile page

Answer: B

Explanation:

The place where the employee should update their name and email address changes is the User Record page from Setup. The User Record page is where the employee can view and edit their personal information, such as name, email, username, alias, and profile. The employee can access the User Record page by clicking on their profile icon and then clicking Settings. Then, they can click on Personal Information under My Personal Information and edit their name and email address. The User Profile page is where the employee can view and edit their profile picture, about me, title, and contact information, but not their name and email address. The Contact Record page is where the employee can view and edit their contact details, such as phone, address, and social media accounts, but not their name and email address.

NEW QUESTION # 68

A Salesforce associate is creating new user accounts for a new project management team. What will be the role of each new team member?

- **A. End User**
- B. Builder
- C. Developer

Answer: A

Explanation:

The role of each new team member will be end user, which means they will use the Salesforce application to perform their daily tasks, such as creating and updating records, running reports, and collaborating with others.

NEW QUESTION # 69

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 # 70

A deleted record needs to be recovered from the Recycle Bin.
Where can the user find the Recycle Bin?

- A. Setup
- B. Global Search
- **C. App Launcher**

Answer: C

Explanation:

The place where the user can find the Recycle Bin is the App Launcher. The App Launcher is a menu that allows users to access all the apps and items in their Salesforce org. The Recycle Bin is one of the items that can be found in the App Launcher. The user can search for "Recycle Bin" in the App Launcher and select it to view and restore their deleted records. The Recycle Bin is not located in Setup or Global Search.

NEW QUESTION # 71

Get Cloudy Consulting (GCC) is currently tracking forecasting and revenue data in a spreadsheet and wants migrate this data to Salesforce.
Which solution should GCC consider?

- **A. Sales Cloud**
- B. CRM Analytics
- C. Marketing Cloud

Answer: A

Explanation:

The Sales Cloud is the solution that GCC should consider to migrate their forecasting and revenue data to Salesforce. The Sales Cloud is a set of products and solutions designed specifically for sales teams, such as account and contact management, opportunity management, lead management, forecasting, and analytics. The Sales Cloud allows the user to track and manage the entire sales cycle, from lead generation to deal closure, and measure the performance and revenue of the sales team. The Marketing Cloud is a set of products and solutions designed specifically for marketing teams, such as email marketing, social media marketing, web marketing, and mobile marketing. The Marketing Cloud allows the user to create and manage personalized marketing campaigns across multiple channels, and segment, target, and measure the impact of the marketing campaigns. The CRM Analytics is a set of products and solutions that provide business intelligence and data visualization tools, such as Einstein Analytics and Tableau. The CRM Analytics allows the user to explore and analyze data from Salesforce and other sources, and create interactive dashboards and reports to gain insights and make data-driven decisions.

NEW QUESTION # 72

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