

Quiz Plat-101 - The Best Salesforce Certified Platform Foundations Best Study Material



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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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 (Q10-Q15):

NEW QUESTION # 10

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 # 11

Get Cloudy Consulting wants to implement AI Agents to assist with customer service.

Where can Agents be deployed?

- A. Slack
- B. Chatter
- C. Queues

Answer: A

Explanation:

Salesforce offers AI-powered tools like Einstein Bots and AI-powered agents to assist with customer service.

These tools can integrate into communication platforms to enhance user interactions. Slack, a Salesforce product, allows businesses to deploy AI Agents to streamline communication and provide instant support within customer workflows. This integration leverages Slack's powerful collaboration features combined with Salesforce's AI capabilities to resolve issues more efficiently.

Here is how the other options are incorrect:

* A. Queues: While Salesforce Queues manage workloads and assign cases, they are not a place where AI Agents can be deployed. Queues are primarily for task or case assignments.

* B. Chatter: Salesforce Chatter is a collaboration tool within Salesforce for internal communication. It does not support the deployment of AI Agents for customer service purposes.

References from Salesforce Documentation:

* Slack and Salesforce Integration Overview

* Einstein Bots Deployment Options

* Salesforce Associate Exam Guide

NEW QUESTION # 12

Sales reps at Get Cloudy Consulting want to see a visual representation of their emails and phone calls with a contact. Which contact record component must be present so users can see this?

- A. Salesforce Inbox
- B. Activities Timeline
- C. Activity Capture

Answer: B

Explanation:

The contact record component that must be present so users can see a visual representation of their emails and phone calls with a contact is the Activities Timeline. The Activities Timeline shows a chronological list of past and upcoming activities related to a record, such as emails, calls, meetings, tasks, and events. Users can see the details, status, and attachments of each activity, and also create, edit, or delete activities from the timeline. Activity Capture is a feature that automatically syncs emails and events between Salesforce and email and calendar applications, but it does not show a visual representation of them on the contact record. Salesforce Inbox is a product that enhances email and calendar productivity with Salesforce integration, but it also does not show a visual representation of activities on the contact record.

NEW QUESTION # 13

Get Cloudy Consulting (GCC) has recently been onboarded as a Salesforce customer. GCC wants to enroll its in-house IT administration team in a Salesforce instructor-led training workshop.

Which resource provides virtual and in-person learning that should help the team accelerate their Salesforce knowledge?

- A. Trailhead Community
- B. Trailhead Academy
- C. Salesforce Help

Answer: B

Explanation:

Trailhead Academy is the resource that provides virtual and in-person learning that should help the in-house IT administration team of Get Cloudy Consulting accelerate their Salesforce knowledge. Trailhead Academy offers instructor-led training workshops, certification preparation courses, and custom learning programs for various Salesforce roles and products

NEW QUESTION # 14

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

Answer: C

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 # 15

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