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Salesforce Plat-101 Exam Syllabus Topics:

| Topic | Details |
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| Topic 1 | <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. |
| 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"> • 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 4 | <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. |

Salesforce Certified Platform Foundations Sample Questions (Q97-Q102):

NEW QUESTION # 97

A salesforce associate at Get cloudy Consulting is configuring object access. The requirements are:

Sales Manager must have the same access to Opportunities.

Marketing managers must have the same access to Campaigns.

What is the recommend approach to configuring their access?

- **A. Profiles and Permission Sets**
- B. Validation and Assignment Rules
- C. Sharing Sets and Manual Sharing

Answer: A

Explanation:

Profiles and permission sets are used to configure object access for users. Profiles define the baseline access for users based on their license type and job function. Permission sets grant additional access to users based on their functional or departmental needs. Sharing sets and manual sharing are used to configure record access for users. Validation and assignment rules are used to enforce data quality and automate business processes.

NEW QUESTION # 98

Where should field dependencies for an object be reviewed?

- A. Profiles
- B. App Builder
- **C. Object Manager**

Answer: C

Explanation:

The Object Manager is where field dependencies for an object can be reviewed. The Object Manager allows the user to view and manage the metadata of standard and custom objects in Salesforce, such as fields, page layouts, record types, buttons, and actions. Field dependencies are a type of metadata that define the relationship between a controlling field and a dependent field. For example, a field dependency could be set up so that the values available in a picklist field called Region depend on the value selected in another picklist field called Country. Profiles are used to define the baseline access and permissions for users based on their license type and job function. App Builder is a tool that allows the user to create and customize apps and pages in Salesforce using

drag-and-drop components.

NEW QUESTION # 99

A Salesforce associate wants to update an opportunity record they just closed. Which relationship is standard as a Lookup field on an opportunity?

- A. Stage
- B. Quote
- C. Account

Answer: C

Explanation:

The account relationship is a standard lookup field on an opportunity. A lookup field allows the user to select a record from another object and link it to the current record. The account field on an opportunity allows the user to select an account that the opportunity is related to. The stage relationship is not a lookup field, but a picklist field that indicates the sales stage of the opportunity, such as Prospecting, Negotiation, or Closed Won. The quote relationship is not a standard lookup field, but a custom lookup field that can be created to link an opportunity to a quote. A quote is a record that shows proposed prices for products and services.

NEW QUESTION # 100

A Salesforce associate wants a visual summary of opportunities in a list view. The associate would like to summarize, filter, and move opportunities along the pipeline.

What should they do to meet this requirement?

- A. Create an Opportunity Summary report.
- B. Create an Opportunities Kanban View.
- C. Create an Opportunity List View.

Answer: B

Explanation:

The opportunities Kanban view is a visual summary of opportunities in a list view, where the associate can summarize, filter, and move opportunities along the pipeline by dragging and dropping them.

NEW QUESTION # 101

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

Where can Agents be deployed?

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

Answer: B

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

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