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### Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details

Topic 1	<ul style="list-style-type: none"> <li>• <b>Reports &amp; Dashboards:</b> 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.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>• <b>Salesforce Ecosystem:</b> 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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• <b>Data Model:</b> 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.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Navigation:</b> 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.</li> </ul>

## Salesforce Certified Platform Foundations Sample Questions (Q64-Q69):

### NEW QUESTION # 64

Get Cloudy Consulting gets 90% of its leads from trade shows. Sales reps create many lead records during these events, but they often forget to change the Lead Source field to Trade Show\*.

What approach would improve data integrity for the Lead Source field?

- **A. Set the default value of the Lead Source field to Trade Show'.**
- B. Make an assignment rule named Trade Show' to only assign leads to sales reps.
- C. Create a validation rule requiring the Lead Source field to equal Trade Show'.

**Answer: A**

Explanation:

Setting the default value of the Lead Source field to Trade Show' is the best approach to improve data integrity for the Lead Source field. A default value is a value that is automatically populated in a field when a new record is created, unless the user enters a different value. Setting the default value to Trade Show' would save the sales reps time and ensure that most of the leads have the correct value for the Lead Source field.

Creating a validation rule requiring the Lead Source field to equal Trade Show' would not work, because it would prevent the user from entering any other value, such as Web, Phone, or Referral, which may not be accurate for all leads. Making an assignment rule named Trade Show' to only assign leads to sales reps would not work, because it would not affect the Lead Source field, and it would not allow the user to assign leads based on other criteria, such as territory, industry, or product.

### NEW QUESTION # 65

A Salesforce user at Get Cloudy Consulting informs the company's Salesforce associate they have moved to another department in the organization and no longer need access to Salesforce.

How should the associate change the user's access?

- A. Do nothing; the user may need to access Salesforce in the future.
- **B. Deactivate the user to free up the Salesforce license.**
- C. Delete the user to free up the Salesforce license.

**Answer: B**

Explanation:

Deactivating the user is the best way to change the user's access and free up the Salesforce license.

Deactivating a user prevents the user from logging in to Salesforce and removes the user from any assigned permission sets, queues, and groups. However, the user's record and related data are still preserved and can be reactivated if needed. Deleting the user would also free up the license, but it would also delete the user's record and related data, which may not be desirable. Doing nothing would not change the user's access or free up the license, and it would pose a security risk if the user still has the login credentials.

#### NEW QUESTION # 66

A Salesforce Associate is asked to review multiple reports from the current month's folder and bring insight into a meeting. How should the associate locate all the reports in a single location from the Report object?

- **A. Click on All Folders and use the search bar**
- B. Click on All Reports and use the search bar
- C. Use the Global search bar

**Answer: A**

Explanation:

The way that the associate can locate all the reports in a single location from the Report object is to click on All Folders and use the search bar. All Folders is a menu that shows all the report and dashboard folders that the associate has access to. The associate can search for the current month's folder by entering its name or keyword in the search bar and then select it to view all the reports in that folder. Using the Global search bar or clicking on All Reports and using the search bar are not as efficient and accurate as using the All Folders menu, because they will return results from all the reports and folders, not just the current month's folder.

#### NEW QUESTION # 67

A sales manager at Get Cloudy Consulting wants a report that shows their top-selling product families by quantity.

- **A. Group by opportunity stage > Filter by product family > Sum the total number sold**
- B. Group by product family > Filter to show only Closed Won opportunities > Sum the total number sold
- C. Group by active products > Filter to show opportunities this year > Sum the quantity

**Answer: A**

Explanation:

The steps that the sales manager should follow to create a report that shows their top-selling product families by quantity are:

\* Group by product family > Filter to show only Closed Won opportunities > Sum the total number sold These steps will allow the sales manager to see how many products from each product family were sold in the closed opportunities, and compare the performance of different product families.

#### NEW QUESTION # 68

Get Cloud Consulting (GCC) has started to use Salesforce for its sales and service divisions. GCC would like to automate a process and understands this can be done through declarative and programmatic solutions.

Which approach should GCC explore first?

- A. A programmatic approach, unless there is a lack of resources
- **B. A declarative approach, as it allows for quicker and simpler problem resolution**
- C. A programmatic approach, as it is more customizable.

**Answer: B**

Explanation:

The approach that GCC should explore first to automate a process is a declarative approach, as it allows for quicker and simpler problem resolution. A declarative approach means that GCC can use point-and-click tools and drag-and-drop interfaces to create and modify applications, workflows, rules, and logic, without writing any code. This makes it easier and faster for GCC to build and customize solutions that meet its business needs, without requiring any programming skills or resources.

#### NEW QUESTION # 69

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