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Salesforce Certified Platform Foundations Sample Questions (Q119-Q124):

NEW QUESTION # 119

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. Marketing Cloud
- C. CRM Analytics

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 # 120

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. Accounts
- B. Leads
- C. Contacts

Answer: C

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 # 121

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

Answer: B

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 # 122

The Salesforce account executive for Get Cloudy Consulting (GCC) advises the company to use United Clouds to assist with its transition to using Salesforce as its CRM. GCC also plans to add an app in Salesforce from Connected Mail.

What is the role of each of these companies?

- A. Get Cloudy Consulting - Customer Connected Mail - independent Software Vendor (ISV) United Clouds - Partner
- B. Get Cloudy Consulting - Customer Connected Mail - Consultant - United Clouds - Partner

- C. Get Cloudy Consulting -CustomerConnected Mail - Product United Clouds -partner Independent Software Vendor (ISV)

Answer: A

Explanation:

The role of each of these companies is as follows:

- * Get Cloudy Consulting - Customer: GCC is the customer of Salesforce, which means it uses Salesforce products and services to run its business.
- * Connected Mail - Independent Software Vendor (ISV): Connected Mail is an ISV, which means it develops and sells applications that are built on the Salesforce platform and are available on the AppExchange.
- * United Clouds - Partner: United Clouds is a partner of Salesforce, which means it provides consulting, implementation, integration, or training services to help customers succeed with Salesforce.

NEW QUESTION # 123

Get Cloudy Consulting is rolling out Salesforce to its organization. New users may have different access requirements base on department.

What should be recommended to allow new users the correct access based on their department's requirements?

- A. Role Hierarchy
- B. Individual profiles
- C. Permission sets

Answer: C

Explanation:

Permission sets are used to grant additional access to users based on their functional or departmental needs.

Role hierarchy is used to grant access to records based on the user's position in the organization. Individual profiles are used to define the baseline access for users based on their license type and job function.

NEW QUESTION # 124

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