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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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	• 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	• 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 (Q109-Q114):

NEW QUESTION # 109

Get Cloudy Consulting wants to implement AI Agents to assist with customer service. Where can Agents be deployed?

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

Answer: C

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 # 110

A Salesforce standard profile end user is looking for specific information on an Opportunity record page. They are overwhelmed by the required scrolling to see the page. What should the user do to simplify the page to see only what they want?

- A. Change page layout assignment.
- B. Remove activities.
- **C. Collapse detail sections.**

Answer: C

Explanation:

Collapsing detail sections is a way to simplify the page to see only what the user wants, as it will hide the fields in that section and reduce the scrolling.

NEW QUESTION # 111

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 programmatic approach, as it is more customizable.
- **C. A declarative approach, as it allows for quicker and simpler problem resolution**

Answer: C

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 # 112

Get Cloudy Consulting wants to group its contacts by region. On most records, this text field is blank or misspelled. Which action is recommended to ensure there is correct data for this field?

- A. Convert the Region field to a picklist field.
- B. Create a validation rule to enforce correct spelling.
- C. Email users a list of region names with correct spelling.

Answer: A

Explanation:

Converting the Region field to a picklist field is the recommended action to ensure there is correct data for this field. A picklist field allows the user to select a value from a predefined list of values, which ensures data consistency and accuracy. For example, the Region field could have values such as North America, Europe, Asia, and so on. Creating a validation rule to enforce correct spelling would not work, because it would not prevent the field from being blank, and it would not account for different spellings or variations of the same region. Emailing users a list of region names with correct spelling would not work, because it would rely on the users to manually enter the correct values, which is prone to human error and inconsistency.

NEW QUESTION # 113

Refer to the image below:



A Salesforce associate reviews a report that shows more information than they need. The associate sees individual records but only wants to see the Record Count.

Which switches should the associate toggle to only show the Record Count?

- A. Row Counts and Grand Total
- B. Subtotals and Detail Rows
- C. Grand Total and Subtotals

Answer: A

Explanation:

The switches that the associate should toggle to only show the Record Count are Row Counts and Grand Total. Row Counts is a switch that shows the number of rows in the report, which is the same as the number of records. Grand Total is a switch that shows the sum, average, minimum, maximum, or other aggregate functions of a numeric field in the report. By toggling these two switches on and the other two switches off, the associate can see the Record Count and the Grand Total of the report, without seeing the individual records or the subtotals. Subtotals and Detail Rows are switches that show the breakdown and the details of the records in the report, which are not needed for the Record Count.

NEW QUESTION # 114

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