

Free PDF Quiz Fantastic Plat-101 - Salesforce Certified Platform Foundations Valid Practice Questions



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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	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	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 3	• 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 4	• 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 (Q58-Q63):

NEW QUESTION # 58

Get Cloudy Consulting plans to implement Agentforce to enhance their sales team's efficiency. Which activity does Agentforce support?

- A. Scheduling meetings with leads
- **B. Prioritizing sales activities based on lead conversion likelihood**
- C. Automating emails to leads at pre-defined times

Answer: B

Explanation:

Agentforce, part of Salesforce's Sales Cloud, utilizes Einstein AI and predictive analytics to enhance the efficiency of sales teams.

Key capabilities of Agentforce include:

- * Lead Scoring: Using AI to assign scores based on the likelihood of conversion, allowing sales teams to prioritize activities.
- * Opportunity Insights: Providing actionable recommendations based on historical and predictive data.
- * Next Best Action: Offering suggestions to engage leads effectively.
- * A. Scheduling meetings with leads: This functionality may involve Salesforce Calendar or integrated scheduling tools, not directly Agentforce.
- * C. Automating emails to leads at pre-defined times: This is a feature of Salesforce Pardot or Marketing Cloud, not Agentforce.

References from Salesforce Documentation:

- * Salesforce Sales Cloud Overview
- * Einstein Lead Scoring
- * Salesforce Associate Exam Guide

NEW QUESTION # 59

A Salesforce associate wants to learn more about an app to see if it would be a good fit for a business need, but they are not a system administrator.

Where can they learn more about the app?

- **A. Trailhead**
- B. AppExchange
- C. Global Search

Answer: A

Explanation:

The place where the associate can learn more about an app to see if it would be a good fit for a business need is the AppExchange. The AppExchange is a marketplace where users can find, install, and review apps, components, and solutions that are built on the Salesforce platform and are available for various purposes and industries. The associate can browse the AppExchange by category, rating, price, or keyword, and see the details, features, screenshots, and reviews of each app. Trailhead is a learning platform where users can learn new skills and earn badges and certifications, but it does not provide information about specific apps. Global Search is a feature that allows users to find records and other items in their Salesforce org, but it does not search for apps outside their org.

NEW QUESTION # 60

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

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 # 61

A sales manager requests a report that shows total opportunity amounts grouped by:

- * Small opportunities - Amount is less than \$50,000.
- * Medium opportunities - Amount is between \$50,000 and 5100,000.
- * Large opportunities - Amount is more than \$100,000.

How should the Salesforce associate create a field to show the amount as described above?

- **A. Create a bucket field off of Amount,**
- B. Create a formula field off of Amount.
- C. Create a custom field in Setup.

Answer: A

Explanation:

The best way to create a field that shows the amount as described in the question is to use a bucket field off of Amount. A bucket field lets you group report values into categories without creating a formula or a custom field². You can create a bucket field for any numeric, picklist, or text field in a report.

NEW QUESTION # 62

Get Cloudy Consulting (GCC) wants the ability to:

- * Send a predefined sequence of scheduled messages to prospective customers.
- * Track messages that get the best open and response rates.
- * Send customized messages to existing customers informing them of new products and discounts.

Which Salesforce cloud solution allows GCC to meet these requirements?

- A. Sales Cloud
- B. Service Cloud
- **C. Marketing Cloud**

Answer: C

Explanation:

The Marketing Cloud is the Salesforce cloud solution that allows GCC to meet the requirements of sending a predefined sequence of scheduled messages to prospective customers, tracking messages that get the best open and response rates, and sending customized messages to existing customers informing them of new products and discounts. 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 Marketing Cloud includes products such as Journey Builder, which allows the user to send a predefined sequence of scheduled messages to prospective customers based on their behavior and preferences; Email Studio, which allows the user to track messages that get the best open and response rates; and Content Builder, which allows the user to send customized messages to existing customers informing them of new products and discounts. 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 does not provide the features and functionality to meet the requirements of GCC. The Service Cloud is a set of products and solutions designed specifically for customer service teams, such as case management, knowledge base, chat, and phone. The Service Cloud does not provide the features and functionality to meet the requirements of GCC.

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