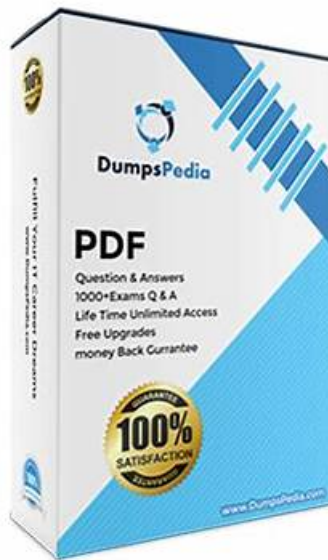


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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	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 4	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.

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Salesforce Certified Platform Foundations Sample Questions (Q32-Q37):

NEW QUESTION # 32

Get Cloudy Consulting (GCC) will show its data on a dashboard where the data is visualized within a range. Which dashboard component type should GCC use?

- A. Gauge
- B. Metric
- C. Chart

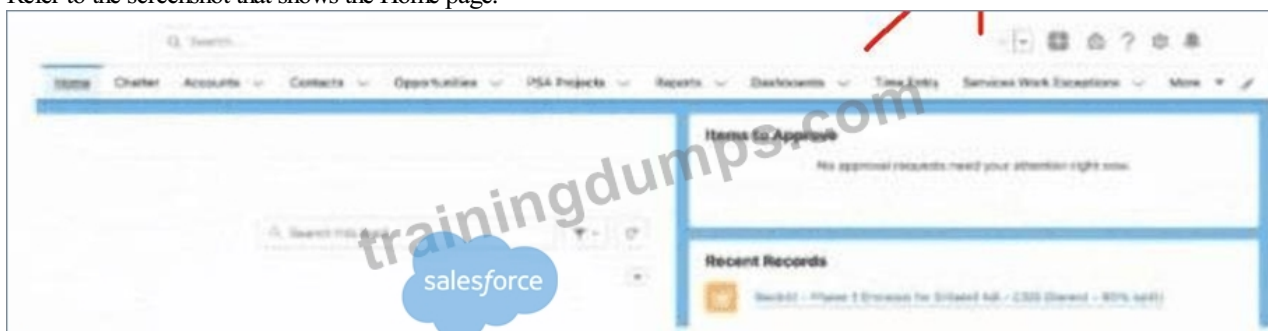
Answer: A

Explanation:

A gauge is a dashboard component type that shows a single value within a range of custom values. A gauge is useful for showing whether a metric, such as revenue or customer satisfaction, is within a desired range. For example, a gauge could show the current revenue as a needle pointing to a green, yellow, or red zone, indicating whether the revenue is above, below, or on target. A metric is a dashboard component type that shows a single value, such as the total number of accounts or the average deal size. A metric does not show a range of values. A chart is a dashboard component type that shows data in a graphical format, such as a pie chart, a bar chart, or a line chart. A chart is useful for showing the distribution or trend of data, but not a single value within a range.

NEW QUESTION # 33

Refer to the screenshot that shows the Home page.



A Salesforce associate wants to reorder items in their instance so the Reports tab appears immediately after Home.

What should the associate do to customize the items on the navigation bar?

- A. Use the downward arrow next to each item name, then select Move to move the item left or right.
- **B. Select the personalization button (pencil icon), then click and drag the item name up or down to adjust its location.**
- C. Click the Setup gear icon at the top right of the page, then select User Interface and then Tabs.

Answer: B

Explanation:

Selecting the personalization button (pencil icon), then clicking and dragging the item name up or down to adjust its location is the correct way to customize the items on the navigation bar, as shown in the screenshot.

NEW QUESTION # 34

A college wants to incorporate Salesforce into its admissions program using Program Enrollment and Course Connections. Which Salesforce cloud provides these features as standard offerings?

- **A. Experience Cloud**
- B. Marketing Cloud
- C. Education Cloud

Answer: A

Explanation:

The Education Cloud is the cloud that provides Program Enrollment and Course Connections as standard offerings. The Education Cloud is a set of products and solutions designed specifically for educational institutions, such as schools, colleges, and universities. The Education Cloud includes the Education Data Architecture (EDA), which is a managed package that adds pre-built objects, fields, workflows, and reports to the standard Salesforce platform. Program Enrollment and Course Connections are two features of EDA that allow the user to manage the enrollment and connection of students to academic programs and courses. The Experience Cloud is a cloud that allows the creation of digital experiences, such as websites, portals, and mobile apps, for customers, partners, and employees. The Marketing Cloud is a cloud that provides tools for creating and managing personalized marketing campaigns across multiple channels, such as email, social media, web, and mobile.

NEW QUESTION # 35

A deleted record needs to be recovered from the Recycle Bin. Where can the user find the Recycle Bin?

- **A. App Launcher**
- B. Global Search
- C. Setup

Answer: A

Explanation:

The place where the user can find the Recycle Bin is the App Launcher. The App Launcher is a menu that allows users to access all the apps and items in their Salesforce org. The Recycle Bin is one of the items that can be found in the App Launcher. The user can search for "Recycle Bin" in the App Launcher and select it to view and restore their deleted records. The Recycle Bin is not located in Setup or Global Search.

NEW QUESTION # 36

A Salesforce associate is viewing information within a report and needs to export the data. Into which types of files can the report be exported?

- **A. Excel (.xlsx or .xls) file or comma-separated values (.csv)**
- B. PDF (.pdf) or Excel (.xlsx or .xls)
- C. Word (.doc or .docx) or comma-separated values(.csv)

Answer: A

Explanation:

Excel (.xlsx or .xls) file or comma-separated values (.csv) are the types of files that the report can be exported into. Exporting a report allows the user to save the report data as a file that can be opened and edited in other applications, such as Microsoft Excel or Google Sheets. The user can choose to export the report as a formatted report, which preserves the report formatting and layout, or as a details only report, which includes only the report data without the formatting and layout. A formatted report can be exported as an Excel (.xlsx or .xls) file or a PDF (.pdf) file. A details only report can be exported as a comma-separated values (.csv) file. A Word (.doc or .docx) file is not a type of file that the report can be exported into.

NEW QUESTION # 37

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