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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	• 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	• 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 (Q17-Q22):

NEW QUESTION # 17

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

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

Answer: A

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 # 18

A Salesforce associate is asked to add a new employee record to their client. Get Cloudy Consulting.



To which object should they add this record?

- A. Leads
- B. Contacts
- C. Accounts

Answer: B

Explanation:

The Contact object is where the associate should add the new employee record. The Contact object is used to store information about individuals who are associated with an account, such as name, phone, email, title, and role. The Contact object has a lookup relationship with the Account object, which allows the user to select an account that the contact is related to. The Accounts object is used to store information about companies or organizations that are customers, partners, or competitors. The Accounts object does not store information about individual employees. The Leads object is used to store information about potential customers who have shown interest in a product or service, but have not yet been qualified. The Leads object does not store information about existing employees.

NEW QUESTION # 19

Get Cloudy Consulting is rolling out Salesforce to its organization.

What should be used to allow additional field-level access to individual employees based on their job duties?

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

Answer: A

Explanation:

Permission sets are what should be used to allow additional field-level access to individual employees based on their job duties. Permission sets are a type of metadata that grant additional access and permissions to users based on their functional or departmental needs. Permission sets can include field-level security settings that allow read or edit access to specific fields on an object. Permission sets can be assigned to multiple users, regardless of their profile. Individual profiles are a type of metadata that define the baseline access and permissions for users based on their license type and job function. Profiles include field-level security settings that allow read or edit access to fields on an object. Profiles cannot be assigned to individual users, but to a group of users who share the same license and job function. Role hierarchy is a type of metadata that defines the level of access and visibility of records for users based on their position in the organization. Role hierarchy allows users to access records owned by or shared with users below them in the hierarchy. Role hierarchy does not affect field-level access, but record-level access.

NEW QUESTION # 20

Get Cloudy Consulting (GCC) wants to ensure the Annual Revenue field is a positive amount and does not exceed \$100.

What should GCC use to ensure opportunities meet these standards?

- A. Assignment Rules
- B. Default Values
- C. Validation Rules

Answer: C

Explanation:

Validation rules are what GCC should use to ensure that opportunities meet the standards for the Annual Revenue field. Validation rules are a type of metadata that define a condition and an error message to display when the condition is not met. Validation rules can be used to enforce data quality and integrity by preventing users from saving records that do not meet the specified criteria. For example, a validation rule could be set up on the Opportunity object to check that the Annual Revenue field is a positive amount and does not exceed

\$100. Assignment rules are a type of metadata that define how records are assigned to users or queues based on certain criteria. Assignment rules can be used to automate business processes by distributing records to the appropriate owners or teams. For example, an assignment rule could be set up on the Lead object to assign leads to sales reps based on their territory. Default values are a type of metadata that define a value that is automatically populated in a field when a new record is created, unless the user enters a different value.

Default values can be used to save time and ensure data consistency by prefilling fields with common or expected values. For example, a default value could be set up on the Lead Source field to indicate the most frequent source of leads, such as Web or Phone.

NEW QUESTION # 21

How should an associate display the sum of all closed won Opportunity amounts at the Account level?

- A. A custom report type
- B. The Opportunity related list
- C. A Roll-Up Summary field

Answer: C

Explanation:

A roll-up summary field is the best way to display the sum of all closed won opportunity amounts at the account level. A roll-up summary field is a type of field that calculates a value from a set of related records, such as the sum, average, min, or max. A roll-up summary field can only be created on the master object of a master-detail relationship, and it can only calculate values from the detail object. For example, a roll-up summary field called Total Revenue could be created on the Account object, and it could calculate the sum of the Amount field from the Opportunity object, where the Stage field equals Closed Won. A custom report type is a tool that allows the user to create a report based on the relationships between a primary object and its related objects. A custom report type does not display a value at the account level, but at the report level. The opportunity related list is a component that shows the related opportunities for a specific account record. The opportunity related list does not display the sum of all closed won opportunity amounts, but only the individual amounts for each opportunity.

NEW QUESTION # 22

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