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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 (Q81-Q86):

NEW QUESTION # 81

Get Cloudy Consulting (GCC) provides consulting services to small and medium-sized business in the financial services space. GCC wants a solution for customer service where complaints can be logged through a web form and email. Which Salesforce solution should GCC use?

- A. Experience Cloud
- B. Commerce Cloud
- C. Service cloud

Answer: C

Explanation:

The Salesforce solution that GCC should use for customer service where complaints can be logged through a web form and email is Service Cloud. Service Cloud is a product that helps companies deliver fast and personalized customer service across multiple channels, such as phone, email, web, chat, and social media. Service Cloud allows GCC to create cases from web forms and emails, assign them to agents, track their status, and resolve them efficiently.

NEW QUESTION # 82

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

- A. The Opportunity related list
- B. A custom report type
- 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 # 83

Get Cloudy Consulting (GCC) wants to simplify its sales teams Account Record page with the following recommendations:

- * Adding tabs
- * Hiding components
- * Making fields conditionally visible

Where should GCC's Salesforce associate go to draft these changes for review?

- A. Record Types
- B. Page Layouts
- C. Lightning App Builder

Answer: C

Explanation:

The Lightning App Builder is a tool that allows the associate to draft changes to the account record page, such as adding tabs, hiding

components, and making fields conditionally visible, and preview them before publishing.

NEW QUESTION # 84

Get Cloudy Consulting (GCC) has a Contact that works at two different Accounts. How should GCC related this Contact to two Accounts?

- A. Merge the two Account records
- **B. Use Contacts to multiple Accounts**
- C. Create two contact records

Answer: B

Explanation:

Contacts to multiple accounts is a feature that allows a contact to be related to more than one account. This is useful for scenarios where a contact works at multiple companies or has different roles at different accounts.

Creating two contact records would result in duplicate data and confusion. Merging the two account records would not solve the problem of relating the contact to two accounts.

NEW QUESTION # 85

What type of relationship do Account and Contact objects have?

- **A. Lookup**
- B. Self
- C. Master-detail

Answer: A

Explanation:

The Account and Contact objects have a lookup relationship. A lookup relationship is a type of relationship that links two objects together, but does not affect security, ownership, or deletion. A lookup relationship allows the user to select a record from another object and link it to the current record. For example, the Account field on the Contact object allows the user to select an account that the contact is related to. A self relationship is a type of lookup relationship that links an object to itself, creating a hierarchy of records. For example, the Reports To field on the Contact object allows the user to select another contact that the contact reports to. A master-detail relationship is a type of lookup relationship that creates a parent-child relationship between two objects, where the child records inherit the security and ownership of the parent record, and are deleted when the parent record is deleted. For example, the Account field on the Opportunity object is a master-detail relationship that links the opportunity to the account.

NEW QUESTION # 86

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