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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• 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 2	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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.

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Salesforce Certified Platform Foundations Sample Questions (Q107-Q112):

NEW QUESTION # 107

A VP of sales is requesting an easy-to-understand visual representation of accounts and opportunities that have been worked on by the sales agents in the current quarter in order to identify trends, sort data, and measure the impact of their activities.

What is recommended to meet these requirements?

- A. Create a list views.
- B. Create a custom tab.
- C. Create a dashboard.

Answer: C

Explanation:

Creating a dashboard is the recommended way to meet the requirements of displaying an easy-to-understand visual representation of accounts and opportunities that have been worked on by the sales agents in the current quarter. A dashboard is a collection of components that display data from one or more reports in a graphical format, such as charts, gauges, metrics, and tables. A dashboard allows the user to identify trends, sort data, and measure the impact of their activities. For example, a dashboard could show the number of accounts and opportunities by sales agent, the total amount of closed won opportunities by month, and the average deal size by industry. Creating a list view would not work, because a list view is a filtered set of records that display data in a tabular format, not a graphical format. A list view does not allow the user to identify trends, sort data, or measure the impact of their activities. Creating a custom tab would not work, because a custom tab is a user interface element that allows the user to access a custom object, a web page, or a Lightning page. A custom tab does not display data in a graphical format, but in a record detail or page layout format.

NEW QUESTION # 108

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

Answer: C

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 # 109

A Salesforce associate is asked to review all the objects within their company's instance. They also need to identify which are custom objects.

Where should the associate go to see this information?

- A. Object Manager
- B. Global Search
- C. App Launcher

Answer: C

Explanation:

The Object Manager is where the associate should go to see the information about all the objects within their company's instance

and identify which are custom objects. The Object Manager allows the user to view and manage the metadata of standard and custom objects in Salesforce, such as fields, page layouts, record types, buttons, and actions. The Object Manager can be accessed by clicking the Setup icon in the header, then clicking Object Manager. The custom objects are indicated by a blue icon with a white asterisk, while the standard objects are indicated by a gray icon with a white letter. The App Launcher is where the user can access all the apps and objects in Salesforce, such as Sales, Service, Marketing, and so on. The App Launcher does not show the information about the objects, such as fields, page layouts, or record types. The Global Search is where the user can search for records across multiple objects and fields using keywords or phrases.

The Global Search does not show the information about the objects, but only the records that match the search criteria.

NEW QUESTION # 110

Get Cloudy Consulting (GCC) wants to integrate its financial system with its Salesforce environment. After searching the AppExchange and reviewing documentation for its financial system, GCC did not find anything. What should be used to build this integration?

- A. Commerce Cloud
- B. Financial Services
- C. MuleSoft

Answer: C

Explanation:

The tool that GCC should use to build an integration between its financial system and its Salesforce environment is MuleSoft. MuleSoft is a platform that enables companies to connect any application, data, or device using APIs. MuleSoft helps GCC to create and manage integrations between Salesforce and other systems, such as its financial system, without writing any code. MuleSoft also provides prebuilt connectors, templates, and best practices to speed up the integration process.

NEW QUESTION # 111

Which Trailhead feature should Get Cloudy Consulting use to create a custom learning path for its employees?

- A. Trail mixes
- B. Modules
- C. Projects

Answer: A

Explanation:

Trailmixes are the Trailhead feature that Get Cloudy Consulting should use to create a custom learning path for its employees. Trailmixes are collections of learning content that users can create, customize, and share with others. Users can add modules, projects, trails, superbadges, and even external links to their trailmixes and assign due dates and points.

NEW QUESTION # 112

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