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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 | • 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 (Q21-Q26):

**NEW QUESTION # 21**
Get Cloudy Consulting requires a value in the Status field every time a record is created or edited.
What should they do to enforce this?

- A. Make the field required in Object Manager.
- B. Make the field required with a validation rule.
- C. Make the field required in organization-wide defaults.

**Answer: A**

Explanation:
Making the field required in Object Manager is the simplest way to enforce that a value is entered every time a record is created or edited.

**NEW QUESTION # 22**
When a sales rep needs to give an additional discount for an opportunity, a manager needs to review and authorize the discount request.
What should be used to lock the record before a decision is made?

- A. Page layout
- B. validation rule
- C. Approval process

**Answer: C**

Explanation:
An approval process is a workflow that defines the steps and criteria for approving a record. It can be used to lock the record before a decision is made, and send email alerts and tasks to the approvers.

**NEW QUESTION # 23**
Get Cloudy Consulting plans to implement Agentforce to enhance their sales team's efficiency.
Which activity does Agentforce support?

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

**Answer: A**

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 # 24**
A Salesforce associate wants a visual summary of opportunities in a list view. The associate would like to summarize, filter, and move opportunities along the pipeline.
What should they do to meet this requirement?

- A. Create an Opportunities Kanban View.
- B. Create an Opportunity List View.
- C. Create an Opportunity Summary report.

**Answer: A**

Explanation:
The opportunities Kanban view is a visual summary of opportunities in a list view, where the associate can summarize, filter, and move opportunities along the pipeline by dragging and dropping them.

**NEW QUESTION # 25**
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 the their job duties?

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

**Answer: B**

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 define 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 # 26**
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