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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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 4	• 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.

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Salesforce Certified Platform Foundations Sample Questions (Q102-Q107):

NEW QUESTION # 102
A Salesforce associate is working from a custom Contact list view and noticed key information is missing.
What should they do to add the missing information?

- A. Select Fields to Display
- B. Edit list filters
- C. Edit sharing settings

Answer: A

Explanation:
The thing that they should do to add the missing information to the custom Contact list view is to select Fields to Display. Fields to Display is an option that allows the user to customize which columns appear in the list view, based on the fields that are associated with the object. The user can access the Fields to Display option by clicking on the List View Controls menu and then clicking on Select Fields to Display. There, they can add, remove, and reorder the fields that they want to see in the list view. Editing sharing settings or editing list filters are not the correct actions to add the missing information to the list view, because they affect the visibility and the criteria of the records, not the columns.

NEW QUESTION # 103
Salesforce is built on objects like Account, Contact, and Opportunity.
What is a representation of an object?

- A. Physical visualization of an Account, Contact, or Opportunity
- B. A set of relationships that link an Account, Contact, or Opportunity
- C. A spreadsheet where the records are rows and the fields are columns

Answer: C

Explanation:
A spreadsheet is a representation of an object, where the records are rows and the fields are columns. An object is a collection of records that have the same fields, such as account, contact, or opportunity.

NEW QUESTION # 104
Where should field dependencies for an object be reviewed?

- A. Object Manager
- B. App Builder
- C. Profiles

Answer: A

Explanation:
The Object Manager is where field dependencies for an object can be reviewed. 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. Field dependencies are a type of metadata that define the relationship between a controlling field and a dependent field. For

example, a field dependency could be set up so that the values available in a picklist field called Region depend on the value selected in another picklist field called Country. Profiles are used to define the baseline access and permissions for users based on their license type and job function. App Builder is a tool that allows the user to create and customize apps and pages in Salesforce using drag-and-drop components.

NEW QUESTION # 105

A salesforce associate at Get cloudy Consulting is configuring object access. The requirements are:
Sales Manager must have the same access to Opportunities.
Marketing managers must have the same access to Campaigns.
What is the recommend approach to configuring their access?

- A. Sharing Sets and Manual Sharing
- B. Profiles and Permission Sets
- C. Validation and Assignment Rules

Answer: B

Explanation:
Profiles and permission sets are used to configure object access for users. Profiles define the baseline access for users based on their license type and job function. Permission sets grant additional access to users based on their functional or departmental needs. Sharing sets and manual sharing are used to configure record access for users. Validation and assignment rules are used to enforce data quality and automate business processes.

NEW QUESTION # 106

Which tool creates a visual representation of objects and their relationships?

- A. Object Manager
- B. Schema Builder
- C. App Launcher

Answer: B

Explanation:
Schema Builder is a tool that creates a visual representation of objects and their relationships, and allows you to modify them.

NEW QUESTION # 107

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