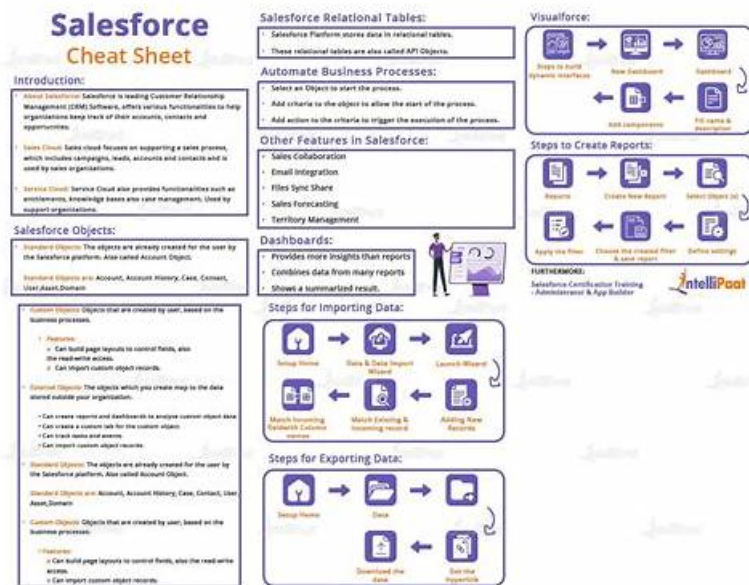


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Salesforce Plat-101 Exam Syllabus Topics:

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.

Salesforce Certified Platform Foundations Sample Questions (Q53-Q58):

NEW QUESTION # 53

An organization wants to implement Salesforce into its business model. The requirements include:

- * Operations management
- * Program management
- * Grantmaking
- * Fundraising
- * Marketing
- * Engagement

Which cloud is preconfigured to handle all of these requirements?

- A. Experience
- B. Analytics
- **C. Nonprofit**

Answer: C

Explanation:

The Nonprofit Cloud is preconfigured to handle all of the requirements listed, such as operations management, program management, grantmaking, fundraising, marketing, and engagement. The Nonprofit Cloud is a set of solutions that helps nonprofits drive greater impact through connected experiences.

NEW QUESTION # 54

A Salesforce associate has been asked to identify all contacts that have had interactions with their company in the last year.

What should the associate do to identify these contacts?

- **A. Look at the last related activity date.**
- B. Look at the contact's Last Modified Date.
- C. Look at the active field.

Answer: A

Explanation:

The last related activity date is a field on the contact object that shows the date of the most recent task or event related to the contact. This can be used to identify contacts that have had interactions with the company in the last year.

NEW QUESTION # 55

What should the account owner at Get Cloudy Consulting use to learn the sum of the amount for each opportunity?

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

Answer: B

Explanation:

A roll-up summary field is a field on the parent object that calculates the sum, average, min, or max of a field on the child records. It can be used to learn the sum of the amount for each opportunity related to an account.

NEW QUESTION # 56

What is one aspect of multi-tenant architecture?

- **A. Shares resources with other tenants**
- B. Reserves resources per tenant
- C. Costs more than single-tenant architecture

Answer: A

Explanation:

Salesforce operates on a multi-tenant architecture, where a single instance of the platform serves multiple customers (tenants). Each tenant's data is securely isolated, but they share common resources, such as server space, database instances, and updates. This approach ensures cost efficiency and scalability.

* A. Costs more than single-tenant architecture: Multi-tenancy reduces costs due to shared resources.

* B. Reserves resources per tenant: Resources are shared rather than reserved individually.

References from Salesforce Documentation:

* Salesforce Multi-Tenant Architecture Overview

* Multi-Tenant vs. Single-Tenant

NEW QUESTION # 57

A Salesforce associate at Get Cloudy Consulting needs a list of all active contacts grouped by Account. What is the first step in building this report?

- **A. Create a new report using the Contacts & Accounts report type.**
- B. Create a joined report with accounts and contacts.
- C. Create a Contacts report with a filter on Account.

Answer: A

Explanation:

The first step in building a report that shows all active contacts grouped by account is to create a new report using the Contacts & Accounts report type. The report type determines the objects and fields that are available for the report. The Contacts & Accounts report type allows users to report on contacts and their related accounts, as well as account fields such as industry, annual revenue, and number of employees

NEW QUESTION # 58

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