Salesforce

Exam Questions B2C-Solution-Architect

Salesforce Certified B2C Solution Architect

NEW QUESTION 1
A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of thecustomer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The Success Manager believes that Customer 360 Data Manager could help them solve their problem.
How should a Solution Architect describe the role of Customer 360 Data Manager in this context?

A. Customer 360 Data Manager can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent Global Party ID.
B. Customer 360 Data Manager can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.
C. Customer 360 Data Manager cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.
D. When Customer 360 Data Manager is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.

Answer: A

NEW QUESTION 2
A company is beginning a multi-cloud implementation involving B2C Commerce and Service Cloud.The company wants to trace configuration and code changes as much as possible and ensure basic standards for code quality.
Which three options should a Solution Architect recommend to help the company with this goal? Choose 3 answers

A. GIT Repository
B. Static Code Analysis tools
C. CI/CD Pipelines
D. Smoke testing
E. Salesforce DX

Answer: ABC

NEW QUESTION 3
A university is considering using Experience Cloud so its students can interact with advisors who have Service Cloud licenses. The university would like to offer the easiest path for existing students to log in while still maintaining security. They have an on-premises Active Directory identity provider and use Google Workspace (formerly known as G Suite) for student email addresses.
What should a Solution Architect recommend?

A. Implement Social Sign On with Openld Connect and Google Workspace as Auth Provider.
B. Implement Active Directory and Salesforce Identity for SAML delegated Single Sign On.
C. Implement Aloha template for students to access email with Salesforce Authenticator app.
D. Implement OAuth 2.0 authentication protocol with Google Workspace as Service Provider.

Answer: D

NEW QUESTION 4
Northern Trail Outfitters (NTO) wants to bring data from across all parts of their Salesforce Customer Success Platform Into the Marketing Cloudaccount. A Solution Architect recommends using Synchronized Data Sources In Contact Builder and Marketing Cloud Connect to Integrate multiple business units In their account.
Which API does the Solution Architect need to use with Marketing Cloud Connect for this integration?

A. Tooling API
B. REST API
C. SOAP API
D. Streaming API

Answer: B

NEW QUESTION 5
A company recently launched their ecommerce sites for three countries: Australia, New Zealand, and Singapore. The company is now looking to set up marketing automations using Marketing Cloud.
Their B2CCommerce is configured with two realms: ANZ and SE Asia. Each country has a site within their respective realm: Australia and New Zealand sites are within ANZ and Singapore is within SE Asia.
Which account hierarchy should a Solution Architect recommend for the Marketing Cloud set up?

A. Use a separate Marketing Cloud tenant for each site
B. Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm
C. Use a single Marketing Cloud tenant and map business units toeach site irrespective of the realm
D. Use a single Marketing cloud tenant and map business units to each realm

Answer: C

NEW QUESTION 6
A financial services company wants to implement Service Cloud and Marketing Cloud. A number of profile attributes required for personalization in Marketing Cloud were identified as personally identifiable information (PII) and are too sensitive to be stored in Salesforce.
Tokenized Sending was presented as a way to address these concerns.
Which two implications should a Solution Architect consider if Marketing Cloud Connect is to be used for cloud integration?

Choose 2 answers

A. The synchronized data extensions will include the token and all PII attributes
B. All emails will need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions
C. The standard email address field for contacts and leads needs to be populated with a token
D. The token with all supporting attributes will need to be storedin Service Cloud

Answer: AB

NEW QUESTION 7

A global pharmaceutical company wants to roll-out online shopping for customers in multiple countries and needs a quick return on investment (ROI). The company is considering how to market products from prenatal vitamins to drug therapies that improve neonatal outcomes.
Each country has its own regulations around marketing and online sales. Some countries may not allow marketing to Individuals, but will allow marketing to healthcare providers and have different regulations for various channels and touchpoints. In some countries, they are allowed to use curated social content tor product ratings and discussions. In addition, branding Is uniquely defined In each country so the company would like to combine ecommerce with existing content management systems.
What strategy should a Solution Architect recommend to solve these needs?

A. B2C Commerce, Marketing Cloud, and Experience Builder with multi-Currency and translation workbench.
B. Headless BZC Commerc
C. LINK cartridge
D. SFRA-style development with Heroku and MuleSoft.
E. Multi-org approach with Partner and CustomerCommunities, B2C Commerce, Heroku, and Mulesoft for SFKA-style development.
F. Multi-org approach with Service Cloud, LINK cartridges and translation workbench, and Partner and Customer Communities.

Answer: D

NEW QUESTION 8

A service organization has a long lifecycle for customers that start as a lead and move through opportunity to active and former customer states. The organization wants to use Sales Cloud and Marketing Cloud as their core customer engagement platforms.
Which two considerations should a Solution Architect keep in mind when setting up this multi-cloud use case? Choose 2 answers

A. Set up the contact object with a specific record type 'Lead' that mimics the standard lead object to prevent the duplicate contact from being created in Marketing Cloud.
B. Allow both the lead record to generate a contact in Marketing Cloud and the contact record to generate a contact in Marketing Cloud.
C. Enable the 'Prevent Duplicates for Lead Conversion' setting when configuring Marketing Cloud Connect to prevent converted contacts from generating a duplicate contact.
D. Ensure that when a lead is converted to a contact that the Lead ID is mapped to a custom field on the Contact to be used as the referencedwith the Subscriber ID in Marketing Cloud and avoid duplicate records.

Answer: BC

NEW QUESTION 9

A Solution Architect is working on a project that will use Service Cloud and Marketing Cloud. The company isconcerned about its service agents' productivity, since they will sometimes also require access to Marketing Cloud. The company wants the Solution Architect to implement a solution that lets agents authenticate and access all systems with the least possible clicks. The company wants agents to confirm their identity using multi-factor authentication (MFA) upon logging in to either system.
Which three activities does the Solution Architect need to complete in order to meet the company's requirements?
Choose 3answers

A. Enable SSO on both Service Cloud and Marketing Cloud.
B. Define which system is acting as an identity provider (IDP).
C. Configure Marketing Cloud Connect,
D. Enable Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP).
E. Enable MFA on the identity provider (IDP).

Answer: ACE

NEW QUESTION 10

A company plans to build a new B2C Commerce storefront fora popular segment of products that generate high-volume sales. Their team is evaluating whether B2C Commerce is the right platform to build this storefront, and they are specifically concerned about how quotas and limits directly impact the efficiency andstability of solutions built on the platform.
Which two considerations should a Solution Architect keep in mind when considering B2C Commerce Governance and Quotas?
Choose 2 answers

A. Object quotas status is updated with an up to 20-minute delay.Therefore, a Solution Architect must consider this delay when performing calculations related to traffic and limits.
B. For sandbox instances, quotas can be softened by exporting them from a production instance and importing them onto a sandbox instance.This approach lets Solution Architects match the development environment to the production environment.
C. Unless a site :s experiencing performance issues, the Solution Architect car assume that quota violations have not occurred.
D. If an enforced quotais exceeded, an exception is thrown, which prevents the current operation from completin
E. The Solution Architect should design the solution so that the exception can be caught withina customization.

Answer: AD

NEW QUESTION 11

A company has B2C Commerce and Marketing Cloud. The Marketing team wants to match up the purchasing data from B2C Commerce to the MarketingCloud subscriber data.

Which two objects from B2C Commerce should a Solution Architect map to Marketing Cloud in order to meet the company's needs?
Choose 2 answers

A. Contact
B. Orders
C. Customer
D. Profile

Answer: B

NEW QUESTION 12
A company is currently Implementing B2C Commerce and wants to use Marketing Cloud to send transactional emails like the Welcome Email, Order Confirmation, and Order Status Update Email.
Which three steps are required to configure the Marketing Cloud Connector for triggered emails? Choose 3 answers

A. Configure REST Servicesin B2C Commerce that will be used to authenticate B2C Commerce against Marketing Cloud via its API integration and initiate a transactional email delivery.
B. Customize the B2C Commerce storefront to invoke Marketing Cloud's Transactional Messaging REST API whenever a transactional message should be delivere
C. Thiscustomization should first authenticate B2C Commerce against Marketing Cloud and then deliver the Transactional Messaging pavload to inform message contents.
D. Create an API Integration in Marketing Cloud using Installed Packages that provision access to Marketing Cloud APIs by external systems like B2C Commerce.
E. Customize the B2C Commerce storefront to trigger Marketing Cloud Transactional Messages at strategic points in the customer's experience by using Marketing Cloud'sTransactional Messaging REST AP
F. This customization should Include a payload that informs message contents.
G. Integrate Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP.

Answer: BDE

NEW QUESTION 13
......

Thank You for Trying Our Product

We offer two products:

1st - We have Practice Tests Software with Actual Exam Questions

2nd - Questons and Answers in PDF Format

B2C-Solution-Architect Practice Exam Features:

* B2C-Solution-Architect Questions and Answers Updated Frequently

* B2C-Solution-Architect Practice Questions Verified by Expert Senior Certified Staff

* B2C-Solution-Architect Most Realistic Questions that Guarantee you a Pass on Your FirstTry

* B2C-Solution-Architect Practice Test Questions in Multiple Choice Formats and Updatesfor 1 Year

100% Actual & Verified — Instant Download, Please Click
[Order The B2C-Solution-Architect Practice Test Here](#)