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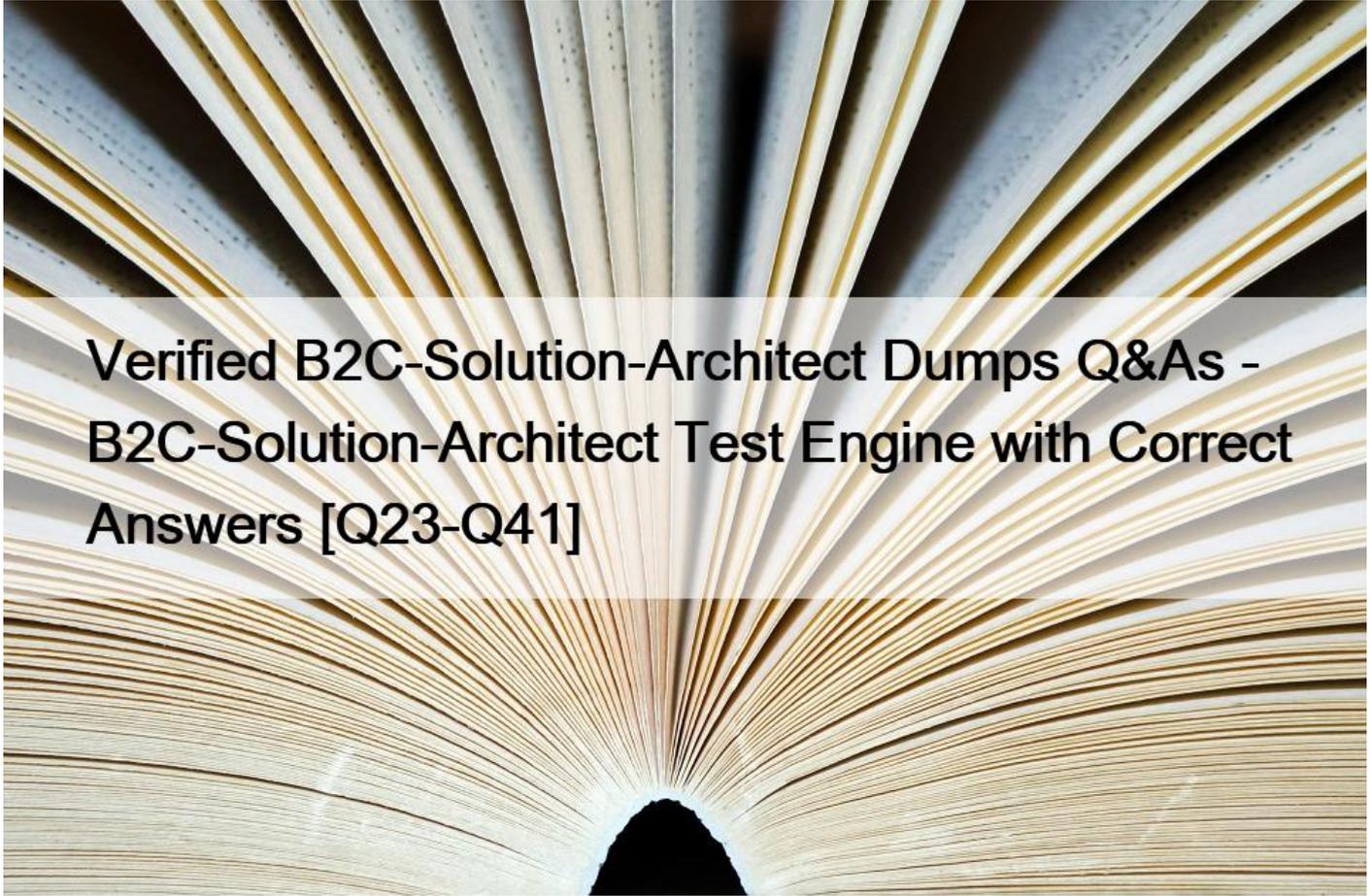

Verified B2C-Solution-Architect Dumps Q&As - B2C-Solution-Architect Test Engine with Correct Answers
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NO.23 A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and is seeking an order management solution. They process 2,000 orders per hour across their brands. The company has one B2C Commerce realm, two Salesforce core orgs, and two Marketing Cloud business units. The company is choosing between these three options for an order management tool:

* Build an order management solution in B2C Commerce using order management APIs

* Purchase Salesforce Order Management

* Build a custom order management solution using their own development team Which three statements should a Solution Architect use to support using the Salesforce Order Management solution?

Choose 3 answers
* Salesforce Order Management synchronizes orders to and from B2C Commerce, which essentially replaces the Service Cloud Connector.

* B2C Commerce order management does not support complex or advanced use cases.
* The existing Service Cloud implementation team could extend the Salesforce Order Management product to the existing org.
* Salesforce Order Management is a productized connector solution between B2C Commerce and Service Cloud; orders will be synchronized from the client B2C Commerce realm to multiple Salesforce Orgs without the need for customization.
* Salesforce Order Management shares the same database with Service Cloud while other solutions need to build additional integration.

NO.24 During discovery conversations an organization notes that they want to create a custom survey around their customer’s preferences to help improve product recommendations, marketing journeys, and customer service upsell opportunities. They want to house the survey responses in their Salesforce ecosystem so they can run reports. They plan on having two teams manage the survey and change questions twice a year.

Which three questions should a Solution Architect ask to ensure they understand the requirements well enough to design an appropriate multi-cloud solution?

Choose 3 answers
* Will the teams need the ability to change designs?
* Does the team need front-end development capabilities?
* How many survey responses would you anticipate in a peak 24-hour period?
* Will you ever have more than nine possible answers for a survey question?
* How often do you update surveys?

NO.25 A Marketing team plans to support the launch of a new product line. In discussion with the Sales and IT teams, the Marketing team proposed introducing a leads-management process, along with a web-to-lead form for the landing page that supports the product launch.

The leads captured using the form are added to the new nurturing journey in Marketing Cloud and subsequently routed to the relevant sales team once they qualify at a certain threshold.

What are two implications that a Solution Architect should consider prior to implementing this solution? Choose 2 answers
* Need for additional handling of consent, preferences, and compliance for converted leads in Marketing Cloud
* Engagement history from the lead record will be natively available for contact record in Marketing Cloud
* Leads are unique contact records in Marketing Cloud
* Leads can have detrimental impact on quality of contact records in Sales Cloud

NO.26 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?
* Implement Social Sign On with Openld Connect and Google Workspace as Auth Provider.
* Implement Active Directory and Salesforce Identity for SAML delegated Single Sign On.
* Implement Aloha template for students to access email with Salesforce Authenticator app.
* Implement OAuth 2.0 authentication protocol with Google Workspace as Service Provider.

NO.27 A company has Person Account set up on their Sales Cloud and they now want to map subscriber data in Marketing Cloud. What should a Solution Architect recommend?
* Sync Subscriber object.
* A Sync Person Account object.

* Sync Individual object.
* Sync Contact object.

NO.28 An organization wants to add Service Cloud to their existing Salesforce Org currently hosting Sales Cloud.

They know that an integrated customer service experience is a key component of a successful long-term relationship with their customers. After doing some research they learned that the Service Cloud connector can help start their implementation and they are now ready to proceed.

Which two functionality considerations should they be aware of when introducing the B2C Commerce to Service Cloud Connector into an existing Salesforce Org?

Choose 2 answers
* In order to implement the Service Cloud Connector it is necessary to enable Person Accounts, a change which cannot be reverted once implemented.
* The Service Cloud Connector is distributed as a managed package that can be extended to meet client-specific needs but with core functionality that cannot be altered.
* The Service Cloud Connector natively supports accounts and contacts, households, and multi-brand customer models.
* The Service Cloud Connector provides a collection of Lightning and Visualforce components that display customer and order information within Service Cloud, which needs to be customized and deployed by a developer.

NO.29 A company wants to Implement B2C Commerce and Service Cloud and connect the systems with their existing Instance of Marketing Cloud.

Which two tactics should a Solution Architect recommend to model a customer across all three systems?

Choose 2 answers
* Migrate the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID.
* Use Customer 360 Data Manager to assign the Global Party ID and use it as a primary key across all systems including the new Subscriber ID in Marketing Cloud.
* Using Service Cloud as a central point hold unique identifiers from all systems including the Service Cloud Contact or Person Account ID and B2C Commerce CustomerNo and Customer ID
* Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.

NO.30 A university has several small departmental organizations scattered across different colleges. Each of which has its own finances, business processes, and strategies that are sometimes at odds. They would like to introduce a university-wide communications strategy that allows their recruitment team to market to potential students globally while allowing each department to recruit existing students for its own programs.

What should a Solution Architect recommend to meet their needs?
* Marketing Cloud with multiple business units, Marketing Cloud Connect, and multiple existing Salesforce orgs
* Marketing Cloud with multiple business units and a single Salesforce org with Divisions for consolidating existing departmental orgs
* Marketing Cloud with Enterprise Communication Strategy, Marketing Cloud Connect, and multiple existing Salesforce orgs
* Marketing Cloud with Enterprise Communication Strategy and a single Salesforce org with Connected Campus for consolidating existing departmental orgs

NO.31 Northern Trail Outfitters (NTO) wants to use Marketing Cloud to implement an Abandoned Cart Solution Workflow so that personalized messages are sent to shoppers who add items to their cart but abandon the B2C Commerce storefront.

Which two options should a Solution Architect recommended to meet this requirement? Choose 2 answers

* Configure streaming updates for catalog importing, implement the Collect Tracking Code, and leverage Journey Builder to trigger an abandoned cart message.
* Configure B2C Commerce catalog, product, order, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.
* Configure streaming updates for catalog importing, implement Google Analytics tracking, and leverage Journey Builder to trigger an abandoned cart message.
* Configure B2C Commerce catalog, product, inventory, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through
Journey Builder.

NO.32 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
* The synchronized data extensions will include the token and all PII attributes
* All emails will need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions
* The standard email address field for contacts and leads needs to be populated with a token
* The token with all supporting attributes will need to be stored in Service Cloud

NO.33 A merchant using B2C Commerce and Service Cloud has a requirement for service agents to order products on behalf of shoppers. In the envisioned scenario, a shopper contacts the service center with an order request, the agent uses the Service Console to find the shopper’s account, and initiate an order on behalf of the shopper using payment information provided by the shopper. The merchant is considering the B2C Commerce – Service Cloud Connector for this implementation.

Which three considerations should a Solution Architect keep in mind prior to implementation? Choose 3 answers
* Guests or anonymous storefront shoppers are not supported in this scenario.
* B2C Commerce needs to be registered as a remote site.
* Service agents need a corresponding storefront login mapped to their Service Cloud user record.
* The Service Cloud Connector only supports Person Accounts as a customer model.
* The Service Cloud Connector only supports contacts as a customer model.

NO.34 An organization chose a multi-cloud solution that Is comprised of Service Cloud and B2C Commerce. The organization now wants to ensure that the theme of Its self-service portal Is consistent with the theme of its B2C Commerce storefront.

How should a Solution Architect ensure that this requirement Is met?
* Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
* Set the value of the Portal Theme URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
* Copy any relevant .ess code from the organization’s website and paste it into the pages for the self-service portal in Page Builder.
* Make a copy of the appropriate .ess file from the organization’s web server and upload it to the self-service portal.

NO.35 Northern Trail Outfitters (NTO) has an ERP application where all customer orders are stored. There are millions of older records stored in the ERP application and some customers may have thousands of individual orders. Additionally, some orders

contain personally identifiable information (PII) that, due to company policy, can only be stored in ERP. NTO would like the five most recent orders displayed on the account page in Salesforce.

What are three justifications for using Salesforce Connect in this solution?

Choose 3 answers

* Accessing external data using workflows and triggers

B Need access to all external data in near real-time
* Integrating external data without writing custom code
* The external data is changing frequently
* Need real-time access to a small fraction of external data

NO.36 Refer to the exhibit.
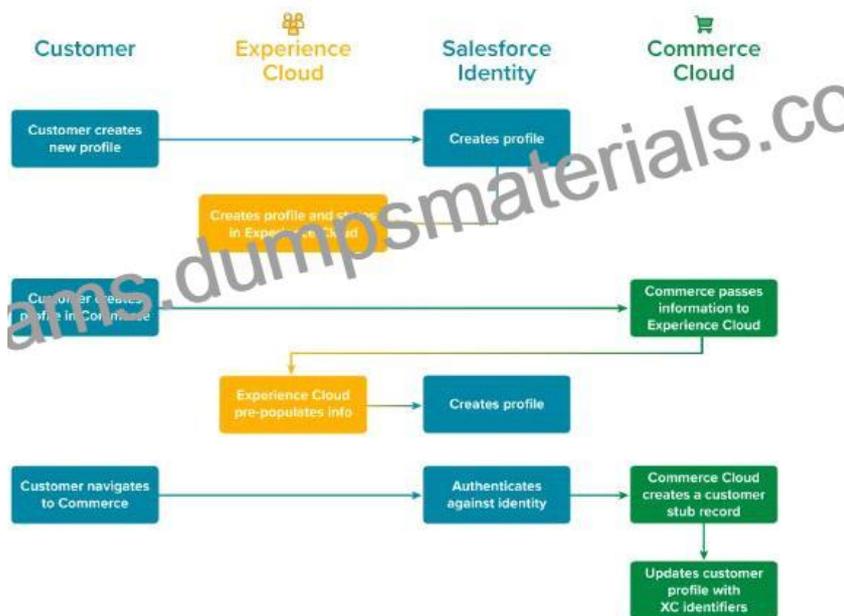
A beauty brand is planning to re-platform their existing website onto B2C Commerce. As part of the re-platform they will create a new social community where beauty insiders can view how-to videos, share tips, and favorite products. As part of the overall solution, the beauty brand is going to implement 82C Commerce, Experience Cloud, and Salesforce Identity.

Each beauty insider can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses.

Which application should a Solution Architect recommend to set up the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data?
* Salesforce Identity
* Service Cloud
* Experience Cloud
* B2C Commerce

NO.37 A company is In the process of defining the authoritative system for key data entitles Involved In B2C journeys. The

company has about 200.000 customers, each averaging 30 orders per year.

Which two systems are considered an authoritative system for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email?

Choose 2 answers
* B2C Commerce
* Service Cloud
* Experience Cloud
* Marketing Cloud

NO.38 A company uses B2C Commerce, Marketing Cloud, and Service Cloud and requires that customers create an account before making their first purchase.

Which system creates the customer ID and which system creates an additional ID to use as the customer primary record?
* Service Cloud creates a customer ID and an additional ID to be used as the primary record.
* A B2C Commerce creates a customer ID and an additional ID to be used as the primary record.
* Marketing Cloud creates a customer ID but the primary ID should be created through B2C Commerce.
* B2C Commerce creates a customer ID but the primary record should be created through Service Cloud.

NO.39 A Solution Architect is working on a project that will use Service Cloud and Marketing Cloud. The company is concerned 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 3 answers
* Enable SSO on both Service Cloud and Marketing Cloud.
* Define which system is acting as an identity provider (IDP).
* Configure Marketing Cloud Connect,
* Enable Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP).
* Enable MFA on the identity provider (IDP).

NO.40 A company is using both Service Cloud and B2C Commerce but they are not using Mulesoft or any other integration middleware and do not plan on adding that in the near future. However, there is a need to keep customer records in sync across both Service Cloud and B2C Commerce. When a change to the customer record in Service Cloud takes place, such as an updated customer name, the same customer record should be updated in B2C Commerce. Assume that there is a common ID that uniquely identifies the customer across the two systems.

How should a Solution Architect deliver the desired functionality?
* Send a platform event from Service Cloud and subscribe to the platform event in B2C Commerce using the built-in functionality
* Develop a custom solution in Service Cloud to consume and communicate with B2C Commerce APIs
* Send an Outbound Message from Service Cloud and catch and handle the Outbound Message using the B2C Commerce APIs
* Use change data capture to send a message from Service Cloud and catch and handle the message using B2C Commerce Service Cloud Connector

NO.41 A company Is implementing B2C Commerce, Service Cloud, and Marketing Cloud. The company Is based in Europe and needs to be compliant with GDPR.

Which two design implementations should a Solution Architect use to ensure GDPR compliance?

Choose 2 answers

* Use email addresses, SMS, or other channel addresses as the contact key {subscriber key) in Marketing Cloud
* Use a Salesforce record ID as a single unique identifier to apply across channels and clouds
* Set tracking site preference for each storefront
* Set field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud

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