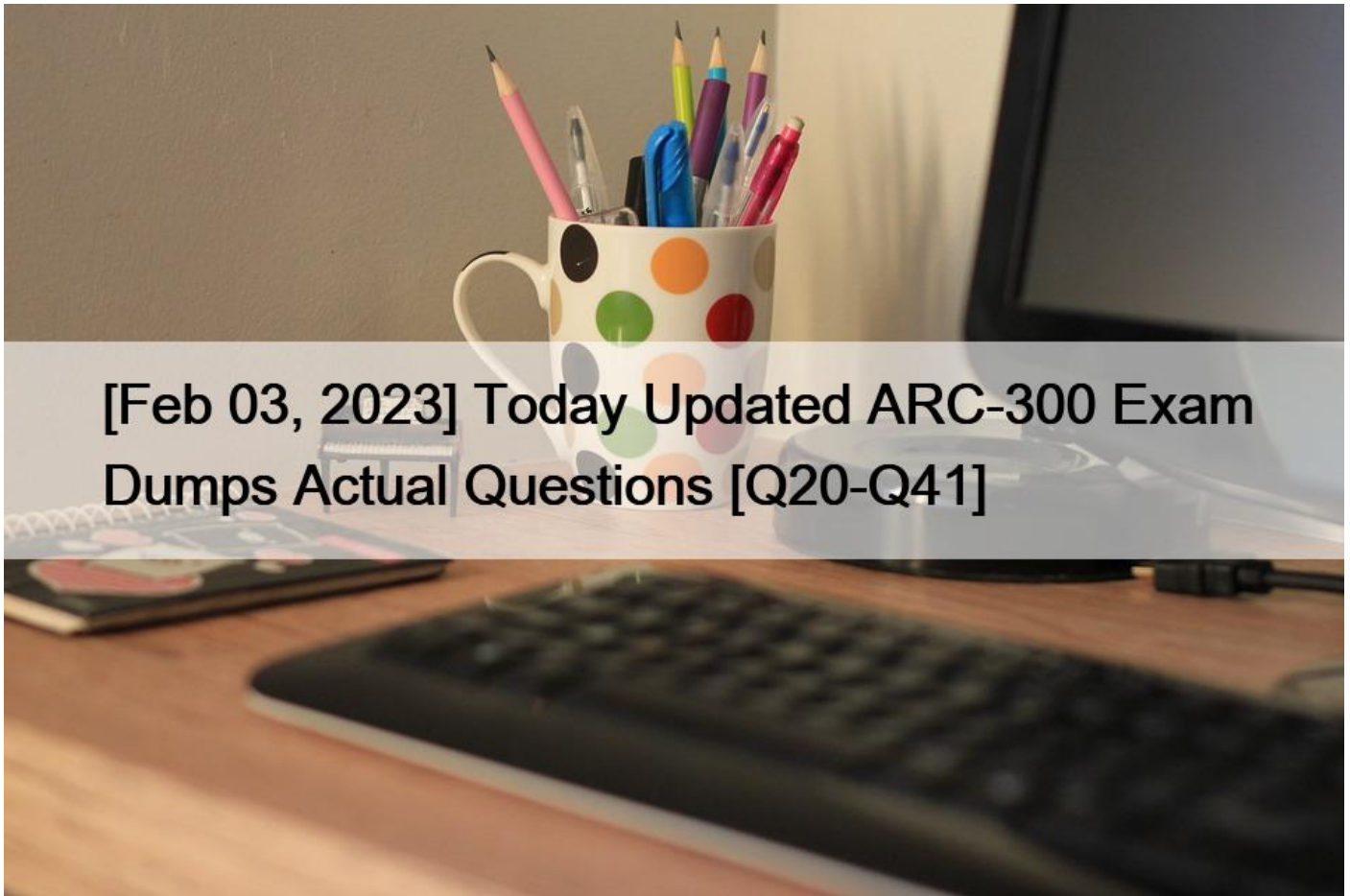


[Feb 03, 2023 Today Updated ARC-300 Exam Dumps Actual Questions [Q20-Q41]



[Feb 03, 2023] Today Updated ARC-300 Exam Dumps Actual Questions
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Q20. Our company is planning an integration with a 3rd party provider to get information about product rating. As an architect you're in charge of the Interface Specification Document so, you requested all needed information to the rating provider.

A few days later you receive an email with the desired information:

URL: `http://ratingservice.com/rating/{productID}`

User: ratingprovider

Pass: r\$aFF2!_dA

Select 2 correct answers you should do as an architect after receiving this information:

- * Use `dw.net.HTTPClient` to open connection and `setProtocol(‘secure’)`
- * Use service Framework and verify service mode is live.

- * Contact service provider and ask to for a URL over HTTPS protocol
- * Use service Framework and select service type HTTPS to make connection secure.

Q21. a client uses an external marketing tool to manage promotions and coupons for its multiple brands. They currently have only one brand on B2C Commerce and they get Import-ready feeds created by this tool on an SFTP location.

The marketing team completes the data preparation by the end of the work day.

How should the Architect handle this import?

- * Create a Job and define three steps: one step uses ExecuteScriptModule to download the files from SFTP, end two standard steps to Import the promotion end coupons.
- * Create a Job and define three steps: one standard step to download files from sftp end two steps that use Execute Script Module to import the promotion end coupons.
- * Create a job and define three steps: one custom step to download the files from SFTP, and two standard steps to import the promotion and coupons.
- * Create a Job and define three custom steps: download the files from SFTP, import promotions, import coupons

Q22. An ecommerce site has dynamic shipping cost calculation. it allows the customers to see their potential shipping costs on the Product Detail Page before adding an item to the cart.

For this feature, shipping costs are calculated using the following logic:

- * Set the shipping method on the Basket
- * Add the item to the basket, calculate the basket total and get the shipping cost for this method
- * Remove the item from the Basket to restore the original state
- * The above process is repeated for each shipping method

During the testing it was discovered that the above code violates the spi.basket.addResolveInSameResquest quota.

What should the Architect do to resolve this issue and maintain the business requirement?

- * Omit the removal of the Item and speed up the process for the customer by adding the product to the basket for them.
- * Omit the calculation of shipping cost until the customer is ready to check out and has chosen the shipping method they want to
- * Wrap each Individual step of the process its own transaction Instead of using one transaction for all steps.
- * Wrap the adding of product and shipping cost calculation in a transaction which Is then rolled back to restore the original state

Q23. The Client wishes to implement a third party integration that allows for free shipping If the customer Is a member of the third party service. When the customer's order is exported to the Order Management System (OMS) it also creates a custom object in order to track additional data before sending that order data to the third-party service as well.

What technical concern should the Architect raise to protect performance and stability of the site?

- * The customer order quota and related retention or deletion needs.
- * The customer's order data sent to a third-party and related security needs.
- * The OMS having order data sent to a third party and related security needs.
- * The custom object quota and related retention or deletion needs.

Q24. Our client notifies you that the iOS application made a few months ago for some reason now is experiencing a degradation service and some requests take too long to respond. What tool will use it in order to check if there is any issue with OCAPI calls?

- * Code Profiler
- * Log center filtering by request type OCAPI
- * Pipeline Profiler filtering results with Extended script development mode.
- * Reports & Dashboard under Technical tab.

Q25. You have been requested to integrate in the checkout and user profile forms and address suggestions. To do that you need to sync with the 3rd party provider to gather needed info to properly configure the service to retrieve the addresses. What should request the provider?

- * SLA: Service Level Agreement
- * Credentials
- * IP, port and protocol
- * API and documentation to perform the integration.

Q26. 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

Q27. 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.

Q28. A merchant has complained to the developers that some products are not appearing in the storefront and has asked them to diagnose and solve the issue.

Which two factors might be causing a product to be hidden?

Choose 2 answers

- * Product has been set to searchable.
- * Product lacks a price.
- * Product does not have any images.
- * Product Available to sell is <1.
- * Product is not online.

Q29. A company wants to integrate B2C Commerce and Marketing Cloud so that customers shopping online can be segmented for

marketing campaigns like Abandoned Cart and Post Purchase Journeys.

Which two actions are needed to enable an Abandoned Cart Journey?

Choose 2 answers

- * Integrate product, order, and customer data feeds into Marketing Cloud Data Extensions
- * Integrate product, order, and customer data feeds into Service Cloud objects
- * Use Mulesoft to bring order and customer data feeds from B2C Commerce to Marketing Cloud
- * Implement the Marketing Cloud collect.js through the storefront by using the Connector's reference implementation

Q30. The client provided these business requirements:

- * The B2C Commerce platform will integrate with the Client's Order Management System (OMS).
- * The OMS supports Integration using REST services.
- * The OMS is hosted on the Client's infrastructure.

What configurations are needed for this integration with the OMS?

- * A service configuration, a hostname alias configuration, and a user credential configuration.
- * A service profile configuration, a WAF configuration, and a service credential configuration.
- * A service configuration, a service profile configuration, and a user credential configuration.
- * A service configuration, a service profile configuration, and a service credential configuration.

Q31. A company had strong new-customer growth for the year but has noticed that lifetime value has been declining. They want to run automated re-engagement campaigns with customers who made purchases in the last 24 months but are unsure of where to start. They have Service Cloud, Marketing Cloud, and B2C Commerce implemented and recently began using Tableau CRM (formerly Einstein Analytics).

Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign? Choose 2 answers

- * Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder
- * Use SMS as a channel due to its significantly higher engagement rate as compared to email
- * Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
- * Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months

Q32. A company is implementing a multi-locale solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. Order confirmation emails are triggered from either B2C Commerce or Service Cloud and sent from Marketing Cloud.

What are two possible reasons why the shipping method name and description can be missing when these emails are triggered for languages other than US English, while other translated content appears correctly?

Choose 2 answers

- * The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale.
- * The subscriber in Marketing Cloud does not have a preferred locale set.
- * The locale is not set correctly in the body of the email template.
- * The ShippingMethods data extension is missing the label and description field for the corresponding locale.

Q33. Your project requires the integrating with a 3rd party PIM for importing master catalog, two storefront catalogs and pricebooks. All imports need to happen in a single job. Search indexes will also need to be re-built.

- * Two flows are needed. First flow will execute in parallel under organization scope the master catalog import and then the storefront catalogs and on the other hand in parallel the pricebooks imports. Then new flow will be needed with site scope to perform site reindex.
- * Two flows are needed. First flow will execute in parallel under site scope the master catalog import and then the storefront catalogs and on the other hand in parallel the pricebooks imports. Then new flow will be needed with site scope to perform site reindex.
- * Three flows are needed. First to import master and storefront catalogs (organization scope). Another job flow with site scope to import pricebooks and another to perform site reindex under site scope.
- * Two flows are needed. First will execute in parallel under organization scope the master catalog import and then the other flow with storefront catalog import and pricebooks (sequential) organization scope. The second flow will be needed with site scope to perform site reindex.

Q34. 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 the customer. 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?

- * 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.
- * 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.
- * 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.
- * 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.

Q35. 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
- * 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

Q36. 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.

Q37. There are three logging categories: category1, category1.eu, and category1.us.

In Business Manager, category1 is enabled for WARN level and no other categories are configured. All custom log targets are enabled.

The code segment below executes.

```
var logger = Logger.getLogger("loggerFile","category1.eu" );
logger.warn("This is a log message");
```

What is the result?

- * Logs will not be written.
- * Logs will be written to the log file with a prefix loggerFile.
- * Logs will be written to the log file with a prefix custom-loggerFile.
- * Logs will be written to the log file with a prefix customwarn.

Q38. Northern Trail Outfitters (NTO) wants to migrate its online shop from a custom ecommerce platform to B2C Commerce. NTO needs to migrate several thousands of customer records profile information, address book). NTO can provide a B2C Commerce feed. It is currently using SHA-256 as an encryption mechanism for the customer passwords.

What approach can the Architect propose?

- * Import the customer records, including the hashed password, as B2C Commerce supports SHA-256, and they will be able to login with their existing password.
- * Do not import customer records and asks customers to create new accounts the first time they try to log in to the B2C Commerce storefront.
- * Import the customer records, excluding the password field, and B2C Commerce will automatically require a password reset the first time a customer logs in to the storefront.
- * Import the customer records, with the hashed password as a custom attribute, and during the login compare the entered password with the hashed password and save it in the password field.

Q39. You are in charge of Pipeline migration to Controllers. What should be the best approach to do it in order to avoid poor performance and using Pipelines and controllers together until all migration is done?

- * Use the same name for new Controllers than pipelines because it will be easy to identify that is migrated and Controllers take precedence. Furthermore it will be a good practice to do it in separate cartridges.
- * To reduce risk of circular dependencies and for easier migration mix pipelines and controllers in a single cartridge.
- * onRequest and onSession pipelines are replaced with the onRequest and onSession hooks.
- * Controllers and pipelines must be in the same folder to avoid collisions between them.

Q40. The Home-Show route uses this middleware chain:

```
server.get('Show', consentTracking.consent, cache.applyDefaultCache, function (req, res, next) {  
  // base code here  
});
```

The developer added Home.s in another cartridge, which is before the original cartridge in the cartridge path, to extend that route but it does not have the middleware chain:

```
server.append('Show', function (req, res, next) {  
  // custom code here  
});
```

Assuming the code is correct on both functions, what is the expected result?

- * A RunTime error is thrown, “Error: Params do not match route”.
- * The base code executes and then the custom code executes.
- * The custom code executes and then the base code executes.
- * The base code executes, but the custom code is ignored because the signature lines do not match.

Q41. The Client has implemented a different category/search layout for mobile and desktop. The code uses a session attribute called deviceType to choose the corresponding layout. This attribute is populated from the browser user agent. After this implementation they have run into these problems:

- * Sometimes desktop pages are being served to both desktop and mobile customers.
- * Sometimes mobile pages are being served to both desktop and mobile customers.

The page has caching implemented that depends on promotions. SEC is very important and the site traffic is high.

Which solution should the Architect select to resolve the issue without impacting the existing requirements?

- * Create customer groups for desktop and mobile users and use remote includes based on these groups to render the mobile and desktop pages
- * Create customer groups for desktop and mobile users and empty promotions linked to these groups to ensure different cached versions of the page.
- * Disable caching for these pages to ensure that the correct template is used to render the mobile and desktop pages.
- * Change the URL structure to include desktop and mobile as URL parameters to ensure different cached versions of the page

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