

[2023 New B2C-Solution-Architect exam Free Sample Questions to Practice [Q33-Q55]



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[2023 New B2C-Solution-Architect exam Free Sample Questions to Practice Cover Real B2C-Solution-Architect Exam Questions Make Sure You 100% Pass Q33. 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 OpenId 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.

Q34. 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.

Q35. A single-brand client is implementing a Salesforce multi-cloud solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. They have licenses for over 100 Service Cloud sandboxes, one B2C Commerce realm with on-demand sandboxes, and three Marketing Cloud production business units. The client wants to understand the environment, development, and automation deployment strategy for the implementation.

Which two recommendations should a Solution Architect make in the discovery session?

Choose 2 answers

- * Run load testing in B2C Commerce pre-launch against the production instance connected to a full copy sandbox in Service Cloud
- * Use Marketing Cloud business units as testing environments
- * Use a single Marketing Cloud instance to connect to multiple Service Cloud environments using Marketing Cloud Connect for each business unit
- * Use a Service Cloud partial copy sandbox to provide better performance than a developer pro sandbox as well as a normal sandbox

Q36. 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

Q37. A company plans to build a new B2C Commerce storefront for a 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 and stability 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

- * 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.
- * 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.
- * Unless a site is experiencing performance issues, the Solution Architect can assume that quota violations have not occurred.
- * If an enforced quota is exceeded, an exception is thrown, which prevents the current operation from completing. The Solution Architect should design the solution so that the exception can be caught within a customization.

Q38. A company wants to migrate their existing in-house order management solution to the Salesforce Order Management product, which will trigger post-purchase transactional emails through Marketing Cloud. They are already using B2C Commerce, Service Cloud, and Marketing Cloud, as well as the B2C Commerce – Service Cloud Connector and Marketing Cloud Connect.

What are three actions that a Solution Architect must take when planning and deploying this solution? Choose 3 answers

- * Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios.
- * Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector.
- * Integrate Salesforce Order Management to B2C Commerce for order history and user self service.
- * Migrate subscriber keys in Marketing Cloud to a new Order Management customer identifier.
- * Replace the Service Cloud Connector with an Order Management Connector for B2C Commerce.

Q39. A company has B2C Commerce and Marketing Cloud. The Marketing team wants to match up the purchasing data from B2C Commerce to the Marketing Cloud 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

- * Contact
- * Orders
- * Customer
- * Profile

Q40. 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

Q41. 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

- * GIT Repository
- * Static Code Analysis tools
- * CI/CD Pipelines
- * Smoke testing
- * Salesforce DX

Q42. 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.

Q43. 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.

Q44. A company uses Service Cloud and B2C Commerce and now wants to enable the Order on Behalf of functionality on its storefront. The customers using the storefront are Person and Household accounts.

Which three design and architecture considerations should a Solution Architect follow to ensure that the Order on Behalf of functionality works well for all the designated storefront customers?

Choose 3 answers

- * Verify that the permissions used are Login_On_Behalf, Login_Agent, and Create_Order_On_Behalf_Of business manager functional permissions.
- * The Order on Behalf of feature in the Service to B2C Commerce Connector only supports person accounts as a customer model by default.
- * Default user is required for anonymous storefront shoppers.
- * The REST calls between B2C Commerce and Service Cloud do not count towards API governor limits.
- * Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights.

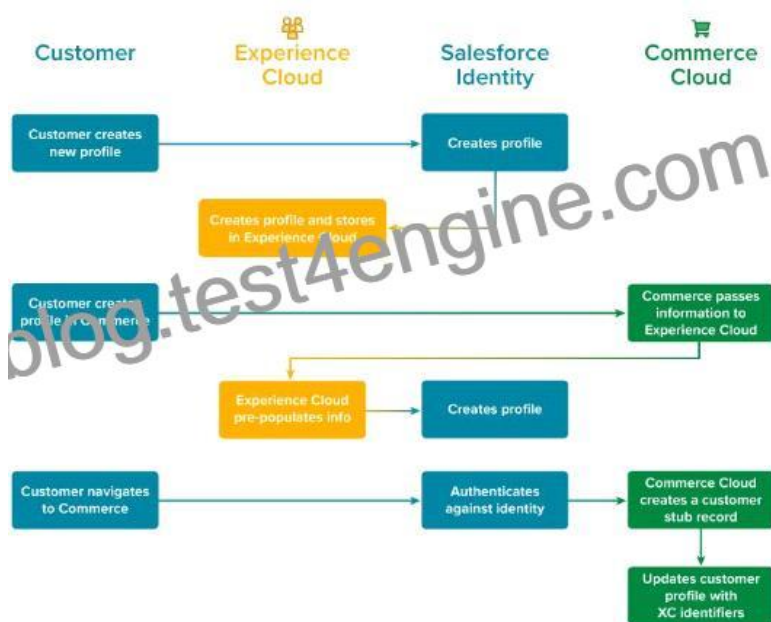
Q45. A company recently launched their ecommerce sites for three countries: Australia, New Zealand, and Singapore. The company is now looking to set up marketing automations using Marketing Cloud.

Their B2C Commerce 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?

- * Use a separate Marketing Cloud tenant for each site
- * Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm
- * Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm
- * Use a single Marketing cloud tenant and map business units to each realm

Q46. 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

Q47. A company uses Salesforce to store accounts and contacts. All users have switched to the Lightning Experience user interface. The Account Hierarchy feature is used extensively to relate companies to their subsidiaries. A Solution Architect finds that the data

migration process is creating duplicate contacts with different primary accounts.

Which two options can the Solution Architect use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company?

Choose 2 answers

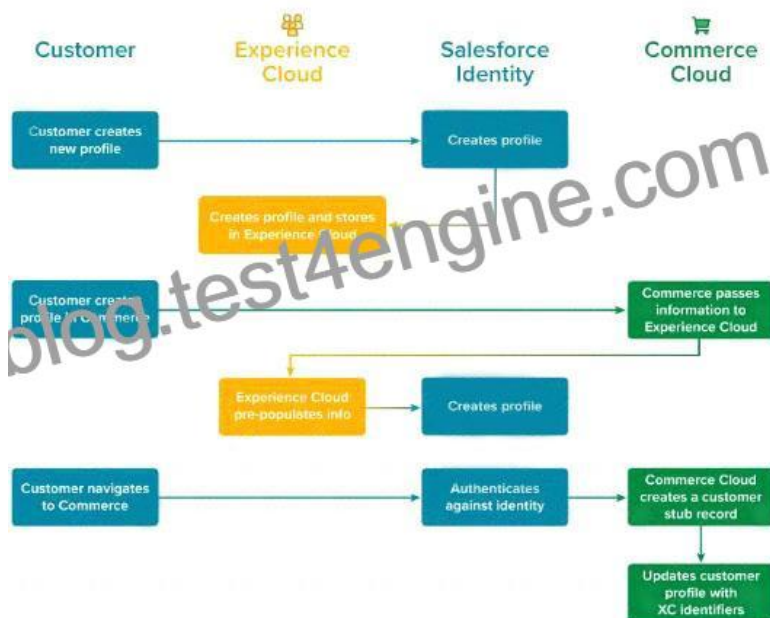
- * Customer 360 Data Manager
- * Third-party application or AppExchange tool
- * Duplicate Matching Rules
- * Lightning Data Services

Q48. 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

Q49. 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

Q50. 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.

Q51. Northern Trail Outfitters (NTO) wants to consolidate various legacy commerce platforms into one centrally-managed platform on B2C Commerce. The IT department has been working extensively with web frameworks (such as React and Angular) in recent years and wants to leverage the benefits of B2C Commerce, but maintain the flexibility of the user experience using headless commerce.

Which three considerations, beyond user experience, should a Solution Architect consider before confirming a headless approach?

Choose 3 answers

- * Additional infrastructure (for example Heroku servers) may be required to host the application
- * Features that are available by default in the Storefront Reference Architecture (SFRA) app will need to be custom built in custom frameworks
- * Developers will still be required to use the Commerce SDK for security purposes
- * Available Service, Marketing, and LINK accelerators may not work without modifications when using a headless approach
- * Developers familiar with the web frameworks (React, Angular) will be familiar with the framework used by B2C Commerce

Q52. Northern Trail Outfitters (NTO) exported all the Account records from Salesforce and used a data transformation tool to clean up values in the phone field using a standardized format. The export file has more than 2 million records. During previous data loads for similar updates on the Account object, NTO did not experience any issues with row lock.

Which feature of Data Loader should be used to load this data back into Salesforce faster?

- * REST API
- * Bulk API Serial Mode
- * SOAP API
- * Bulk API

Q53. 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

- * Configure REST Services in B2C Commerce that will be used to authenticate B2C Commerce against Marketing Cloud via its API integration and initiate a transactional email delivery.
- * Customize the B2C Commerce storefront to invoke Marketing Cloud's Transactional Messaging REST API whenever a transactional message should be delivered. This customization should first authenticate B2C Commerce against Marketing Cloud and then deliver the Transactional Messaging payload to inform message contents.
- * Create an API Integration in Marketing Cloud using Installed Packages that provision access to Marketing Cloud APIs by external systems like B2C Commerce.
- * Customize the B2C Commerce storefront to trigger Marketing Cloud Transactional Messages at strategic points in the customer's experience by using Marketing Cloud's Transactional Messaging REST API. This customization should include a payload that informs message contents.
- * Integrate Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP.

Q54. 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.

Q55. 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 2 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?

Salesforce B2C-Solution-Architect Exam Syllabus Topics:

TopicDetailsTopic 1- Given a scenario with a B2C architecture, validate that the associated systems of record, key objects- Discovery and Customer SuccessTopic 2- Describe the appropriate themes and development lifecycle, including CI- CD and DevOps- Given a set of customer requirements for post-purchase activities in a multi-cloud solutionTopic 3- Understand the recommended methods on how to integrate systems to Service Cloud, B2C Commerce- Recommend appropriate integration patterns based on data volume, latency, and system limitationsTopic 4- Given a set of business objectives and priorities, recommend an appropriate sequence for system integration- Define appropriate systems of record for various data types for high-volume processing, system limitationsTopic 5- Demonstrate how the customer experience can be achieved by leveraging Salesforce B2C products- Demonstrate how the business processes of customer acquisitionTopic 6- Determine the considerations that should be made as a customer is identified and how the products will support the customer through their journeyTopic 7- Design a multi-cloud strategy and implementation approach to support business requirements- Recommend an appropriate solution and describe how the solution's considerations can impact implementation

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