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Salesforce B2C-Solution-Architect

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QUESTION NO: 1

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?

- A. Sync Subscriber object.
- B. A Sync Person Account object.
- C. Sync Individual object.
- D. Sync Contact object.

ANSWER: B**QUESTION NO: 2**

An organization uses B2C Commerce to capture order details but needs to process the order in an ERP system. They want B2C Commerce to send a message to the ERP system with the order details after they have been entered, then wait for the order to be processed, and then receive a reply from the ERP system with the order number and status.

Which integration pattern should a Solution Architect use to meet this requirement?

- A. Asynchronous Call-Out
- B. Request and Reply
- C. Batch Data Synchronization
- D. Publish / Subscribe

ANSWER: B**QUESTION NO: 3**

A customer service team raised a new business requirement that requires a multi-cloud solution design between B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect has been hired to lead the design of the multi-cloud solution.

Which two actions should the Solution Architect take to accurately capture requirements and deliver the solution overview?

Choose 2 answers

- A. Include functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function to ensure all requirements are captured.
- B. Conduct discovery workshops and upon completion present the solution back to the design authority or executive stakeholders to validate the solution.

- C. Conduct discovery workshops to create a user acceptance testing document and invite business owners, each cloud technical architect, and implementation development team.
- D. Include the customer service team so that they can provide detailed user stories prior to the discovery workshops.

ANSWER: A C

QUESTION NO: 4

A company wants to add Salesforce Order Management to their existing B2C Commerce, Service Cloud, and Sales Cloud integration. Their current sales process lets sales reps build quotes, create orders, and process reduction orders for refunds as part of their sales channel workflow. Their B2C Commerce order objects also include multiple custom attributes that the merchant's current Order Management System uses to allocate orders to the correct distribution center for fulfillment.

When enabling Salesforce Order Management, what potential concerns will the merchant need to work through?

- A. Salesforce Order Management does not allow for fulfillment rules across multiple distribution centers without the use of an AppExchange package or custom Apex triggers.
- B. Reduction Orders and Order Management change orders conflict if both are enabled in the same Org and require the use of Record Types and Apex Triggers or Validation Rules to avoid conflicts.
- C. Custom attributes on B2C Commerce Orders are not natively supported for Salesforce Order Management integrations and require custom Apex development to handle mapping.
- D. Salesforce Order Management integrates natively with B2B Commerce when both products reside within the same Org but requires the use of a customizable B2C Commerce cartridge to import data from a B2C Commerce instance.

ANSWER: D

QUESTION NO: 5

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?

- A. Service Cloud creates a customer ID and an additional ID to be used as the primary record.
- B. A B2C Commerce creates a customer ID and an additional ID to be used as the primary record.
- C. Marketing Cloud creates a customer ID but the primary ID should be created through B2C Commerce.
- D. B2C Commerce creates a customer ID but the primary record should be created through Service Cloud.

ANSWER: B

QUESTION NO: 6

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across all three products. The company has one B2C Commerce realm serving two storefronts, a Salesforce org, and a Marketing Cloud instance with a single business unit that leverages email address as a subscriber key. None of these Salesforce Clouds are integrated. The company is also interested in integrating with Customer 360 Data Manager.

Which two Marketing Cloud implementation recommendations should a Solution Architect present to the company to adjust their architecture to adhere to Salesforce multi-cloud integration best practices?

Choose 2 answers

- A.** Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.
- B.** Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.
- C.** Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices.
- D.** B2C Commerce should integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront.

ANSWER: C D**QUESTION NO: 7**

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

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

ANSWER: B D E

QUESTION NO: 8

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

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

ANSWER: A B**QUESTION NO: 9**

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

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

ANSWER: C D**QUESTION NO: 10**

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?

- A.** Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
- B.** Set the value of the Portal Theme URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
- C.** Copy any relevant .ess code from the organization's website and paste it into the pages for the self-service portal in Page Builder.
- D.** Make a copy of the appropriate .ess file from the organization's web server and upload it to the self-service portal.

ANSWER: D