

Salesforce

Exam Questions B2C-Solution-Architect

Salesforce Certified B2C Solution Architect (WI21)



NEW QUESTION 1

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 2

A company is seeing an increased volume of customers browsing for higher-value items, as well as longer consideration times before customers place orders based on what is in their shopping carts.

What are two tactics that a Solution Architect could recommend to increase checkouts and decrease the time from adding items to completing a checkout? Choose 2 answers

- A. Enable customer service agents to enroll customers in an Abandoned Cart Journey in Marketing Cloud if an interaction does not result in the processing of an order.
- B. Enable customer service agents to update and complete a cart transaction on behalf of the customer.
- C. When the cart value reaches a certain value, push a chat request to assist the customer with the checkout process.
- D. Monitor the cart items and time since it has been active in B2C Commerce and send a reminder and checkout incentive 18 hours after the cart was last modified.

Answer: BC

NEW QUESTION 3

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?

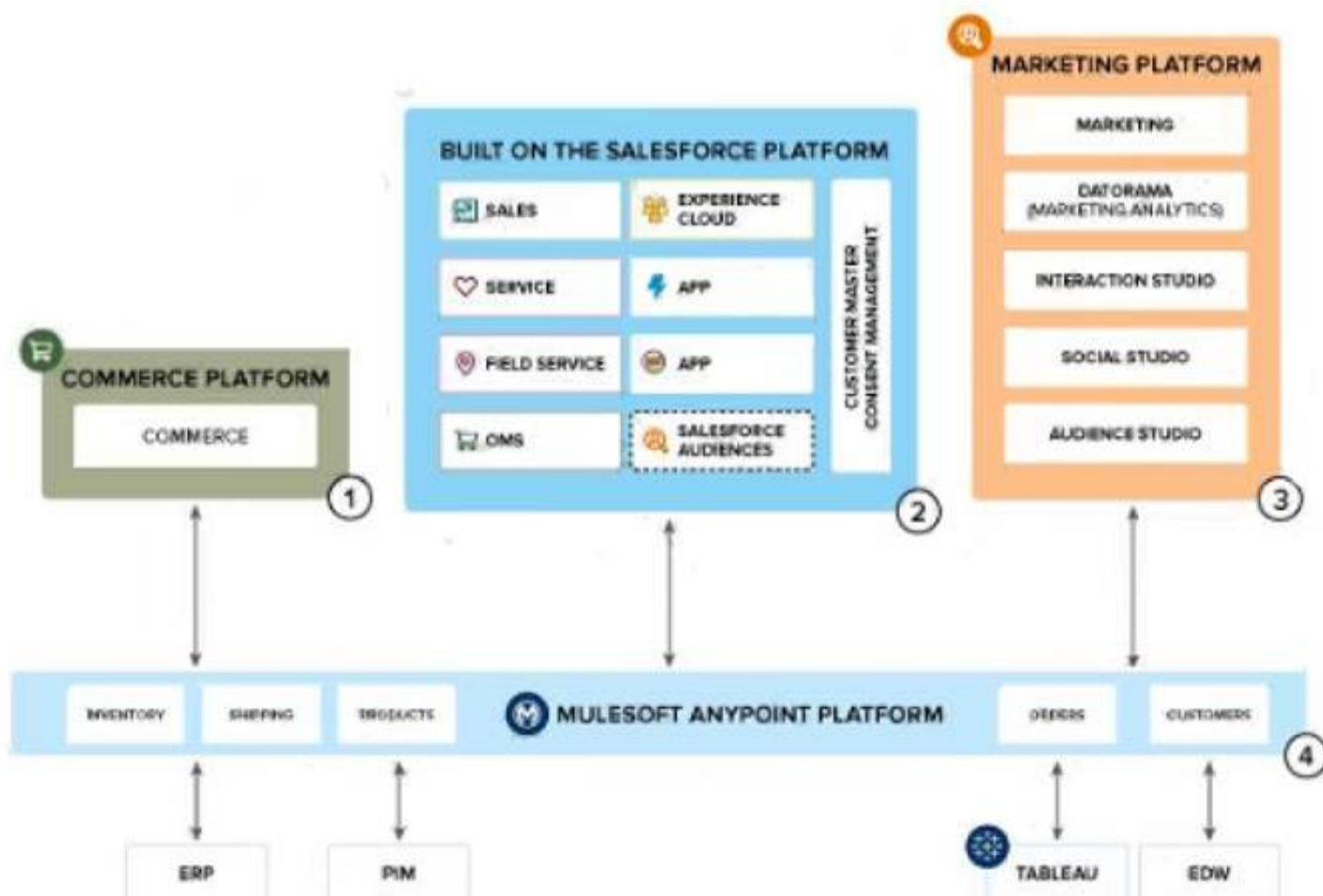
Choose 3 answers

- A. Salesforce Order Management synchronizes orders to and from B2C Commerce, which essentially replaces the Service Cloud Connector.
- B. B2C Commerce order management does not support complex or advanced use cases.
- C. The existing Service Cloud implementation team could extend the Salesforce Order Management product to the existing org.
- D. 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.
- E. Salesforce Order Management shares the same database with Service Cloud while other solutions need to build additional integration.

Answer: BCD

NEW QUESTION 4

Refer to the exhibit.



A company plans to adopt Salesforce for a number of their needs, including an internal CRM, a public B2C Commerce storefront with order management functionality, and an extensible API framework to integrate with other systems, as well as marketing automation. The overall system landscape of the proposed solution is shown above. Which three considerations are important for this scenario? Choose 3 answers

- A. The Salesforce Platform can be used for customer master and consent management, or it can integrate with a third-party Master Data Management system.
- B. Tableau requires MuleSoft in order to access data outside of the Salesforce Platform.
- C. Order Management System (OMS) is a B2C Commerce product but it does not run natively on the core Salesforce Platform.
- D. Salesforce products, including Sales Cloud, Service Cloud, Experience Cloud, and Order Management System (OMS) run on the same physical platform and share a common data model.
- E. Marketing Cloud enables personalization, journey orchestration, and cross-channel messaging.

Answer: BDE

NEW QUESTION 5

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

- A. Migrate the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID.
- B. 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.
- C. 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
- D. Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.

Answer: AC

NEW QUESTION 6

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 for product ratings and discussions. In addition, branding is uniquely defined in each country so the company would like to combine e-commerce 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 B2C Commerce
- C. LINK cartridge
- D. SFRA-style development with Heroku and MuleSoft.
- E. Multi-org approach with Partner and Customer Communities, B2C Commerce, Heroku, and Mulesoft for SFRA-style development.
- F. Multi-org approach with Service Cloud, LINK cartridges and translation workbench, and Partner and Customer Communities.

Answer: D

NEW QUESTION 7

A company needs to have specific fields encrypted in the user interface on the contact record in Service Cloud as well as on some fields in data extensions that exist only in the Marketing Cloud. The merchant believes that Salesforce Shield Encryption is a suitable solution. Which two considerations are relevant for the merchant when determining an appropriate solution? Choose 2 answers

- A. With Shield, encrypted fields are not visible to the user, but there are no other feature impacts.
- B. With Shield, encrypted fields cannot be used to filter or sort in Process Builder and Flow Builder.
- C. Field-Level Encryption is also required on Marketing Cloud to encrypt the custom fields.
- D. Shield encryption can be done on any standard or custom field on all field types, but cannot be set to encrypt those fields in Marketing Cloud.

Answer: BD

NEW QUESTION 8

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

NEW QUESTION 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: CD

NEW QUESTION 10

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?

- A. Marketing Cloud with multiple business units, Marketing Cloud Connect, and multiple existing Salesforce orgs
- B. Marketing Cloud with multiple business units and a single Salesforce org with Divisions for consolidating existing departmental orgs
- C. Marketing Cloud with Enterprise Communication Strategy, Marketing Cloud Connect, and multiple existing Salesforce orgs
- D. Marketing Cloud with Enterprise Communication Strategy and a single Salesforce org with Connected Campus for consolidating existing departmental orgs

Answer: D

NEW QUESTION 10

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

- A. Guests or anonymous storefront shoppers are not supported in this scenario.
- B. B2C Commerce needs to be registered as a remote site.
- C. Service agents need a corresponding storefront login mapped to their Service Cloud user record.
- D. The Service Cloud Connector only supports Person Accounts as a customer model.
- E. The Service Cloud Connector only supports contacts as a customer model.

Answer: CD

NEW QUESTION 14

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

- 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 17

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

NEW QUESTION 20

A company has 2,000 customers and currently services them using a call center and spreadsheets. Because of the lack of systems there is no ability to track how successful agents are. In addition, their ordering system cannot be easily accessed by service agents costing valuable time and hurting customer satisfaction.
What are two reasons a connected B2C Solution can add value to the company? Choose 2 answers

- A. Provides a better interface for agents using Service Cloud and B2C Commerce with Heroku
- B. Allows agents to more easily access customer data to better support customers when they call in
- C. Allows agents to use SSO to log into B2C Commerce and Service Cloud using the same credentials
- D. Increases spend ROI as fewer service agents will be needed, which can allow for more sales agents

Answer: BC

NEW QUESTION 25

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 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.
- B. Customize the B2C Commerce storefront to invoke Marketing Cloud's Transactional Messaging REST API whenever a transactional message should be delivered
- C. This customization should first authenticate B2C Commerce against Marketing Cloud and then deliver the Transactional Messaging payload 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's Transactional Messaging REST API
- 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 28

A large cosmetics company is planning a customer marketing campaign this summer that allows early access to new product launches in exchange for consent to contact participants through text or email. Future communications to those who 'opt-in' includes information on future product launches, store events, and holiday promotions.

The company plans to offer a 'preference center' within the commerce experience, where authenticated users can opt-in or opt-out of various methods of direct communication.

In which two ways should a Solution Architect define the appropriate systems and methods for user registration and communication preferences, and recommend where native platform functionality within each platform may need to be extended? Choose 2 answers

- A. Allow cookie consent to auto-enable email and/or mobile communications directly to the customer.
- B. Allow customers to unsubscribe via email with one click, and opt-in or opt-out of specific communication methods through a hosted preference center.
- C. Use native B2C Commerce registration options during the browse and checkout experience, and extend these features to provide an opt-in or opt-out communication preference center on a secure page within the same storefront UI.
- D. Implicitly enroll all customers in direct mobile communications during checkout, and allow customers to opt-in or opt-out of all services via email sent by Marketing Cloud.

Answer: BD

NEW QUESTION 32

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

NEW QUESTION 37

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