

2026 Arch-302: Useful Salesforce Certified B2C Solution Architect Test Result



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Salesforce Certified B2C Solution Architect Sample Questions (Q25-Q30):

NEW QUESTION # 25

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. Include the customer service team so that they can provide detailed user stories prior to the discovery workshops.
- C. Conduct discovery workshops to create a user acceptance testing document and invite business owners, each cloud technical architect, and implementation development team.
- D. Conduct discovery workshops and upon completion present the solution back to the design authority or executive stakeholders to validate the solution.

Answer: A,D

Explanation:

* A is correct because including functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function, is a best practice for capturing requirements and ensuring alignment across different stakeholders 1.

* B is correct because conducting discovery workshops and presenting the solution back to the design authority or executive stakeholders is a best practice for validating the solution and obtaining feedback and approval 1.

* C is incorrect because conducting discovery workshops to create a user acceptance testing document is not the purpose of discovery workshops. User acceptance testing documents are created after the solution design is finalized and approved 2.

* D is incorrect because including the customer service team to provide detailed user stories prior to the discovery workshops is not necessary. User stories are created during the discovery workshops based on the business requirements and pain points identified by the stakeholders 1.

References:

* 1: <https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-discovery-workshops>

* 2: <https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-user-acceptance-testing>

NEW QUESTION # 26

A luxury retailer is about to implement B2C Commerce and Marketing Cloud for their online presence. They are well known for being open with their customers when it comes to their customers' purchases. For example, if a customer asks for a record of their recent purchases, they provide it very quickly within their stores. They would like this to reflect in their online presence as well.

Given that requirement and the requirement to adhere to global data privacy acts, what are two out-of-the-box features the retailer should enable across these clouds when

it comes to providing customers access to their own data?

Choose 2 answers

- A. Use the Customer Data Portability report in Marketing Cloud to create a report containing subscriber data related to a single customer.
- B. Use the Contact Data Portability report in Marketing Cloud to create a report containing subscriber data related to a single contact.
- C. Use the Contact Data Snapshots report in Commerce Cloud to create a report containing purchaser data related to a single contact.
- D. Use the Customer Data Snapshots report in Commerce Cloud to create a report containing purchaser data related to a single customer.

Answer: B,D

Explanation:

A: The Contact Data Portability report in Marketing Cloud is a feature that allows creating a report containing subscriber data related to a single contact, such as email address, name, phone number, preferences, etc. This report can be used to provide customers access to their own data or comply with data privacy regulations, such as GDPR or CCPA. B: The Customer Data Snapshots report in Commerce Cloud is a feature that allows creating a report containing purchaser data related to a single customer, such as order history, payment methods, addresses, etc. This report can be used to provide customers access to their own data or comply with data privacy regulations, such as GDPR or CCPA. References: https://help.salesforce.com/s/articleView?id=sf.mc_overview_contact_data_portability.htm&type=5
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/admin/b2c_customer_data_snapshots.html

NEW QUESTION # 27

A retail company currently uses 62C Commerce and Marketing Cloud to enable a seamless customer experience. They are evaluating tools to better support customer service activities like their call center for online ordering and social customer service.

Which two functionalities should a Solution Architect discuss with the company to explain the value of Service Cloud? Choose 2 answers

- A. Ability to have a customer leave a journey when they have an escalated case.
- B. Ability to allow the agent to see purchase history to support case management
- C. Ability to de-duplicate and create a single customer identity.
- D. Ability to create a B2C storefront using Digital Experiences.

Answer: A,B

Explanation:

Service Cloud is a product that allows managing customer service interactions across different channels and systems. To explain the value of Service Cloud to a retail company that currently uses B2C Commerce and Marketing Cloud, a Solution Architect can discuss the following functionalities:

* Ability to allow the agent to see purchase history to support case management. Service Cloud can integrate with B2C Commerce to display customer order history and details in the service console or omnichannel routing. This allows agents to have a complete view of customer transactions and provide faster and more personalized service.

* Ability to have a customer leave a journey when they have an escalated case. Service Cloud can integrate with Marketing Cloud to trigger customer journey changes based on case events. For example, if a customer has an escalated case, Service Cloud can send a signal to Marketing Cloud to pause or exit the customer from a marketing journey, and resume or re-enter the customer when the case is resolved.

Option A is incorrect because Service Cloud does not provide the ability to create a B2C storefront using Digital Experiences. Digital Experiences is a feature of Experience Cloud that allows creating branded websites and portals for customers, partners, or employees. Option B is incorrect because Service Cloud does not provide the ability to de-duplicate and create a single customer identity. This functionality can be achieved by using Customer 360 Data Manager or other data integration tools.

References:

- * https://help.salesforce.com/s/articleView?id=sf.service_overview.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.mc_co_journey_builder.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.networks_overview.htm&type=5
- * <https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html>

NEW QUESTION # 28

A retail company that sell fitness products is implementing Service Cloud, B2C Commerce, and Marketing Cloud. In order to provide their customers with personalized recommendations, they are capturing and storing certain PII and health information. In order to adhere to compliance and regulations, they need to ensure shared data is encrypted across all platforms.

What features should a Solution Architect recommend to accomplish this?

- A. Use Shield Platform Encryption to encrypt data in Service Cloud, enable encryption at rest in Marketing Cloud, and enable encryption at rest in B2C Commerce.
- B. Use Shield platform Encryption to encrypt data in Service Cloud, Enable Encrypted Data Sanding (EDS) in Marketing Cloud, and use B2C Commerce's crypto API.
- C. Platform Encryption to encrypt data in Service Cloud, Marketing Cloud, and B2C Commerce.
- D. Use Shield platform Encryption to encrypt data in Service Cloud and B2 Commerce. Data in Marketing Cloud is encrypted by default.

Answer: B

Explanation:

Shield Platform Encryption is a feature that allows you to encrypt sensitive data at rest in Service Cloud and B2C Commerce, while preserving platform functionality.

Encrypted Data Sending (EDS) is a feature that allows you to send encrypted data from Service Cloud to Marketing Cloud using an encryption key that only you control.

B2C Commerce's crypto API is a set of methods that allow you to encrypt and decrypt data using symmetric or asymmetric keys in your code.

References:

- * [Salesforce Shield Platform Encryption Implementation Guide]
- * [Encrypted Data Sending (EDS) for Marketing Cloud]
- * [B2C Commerce Crypto API]

NEW QUESTION # 29

When integrating B2C Commerce with Marketing Cloud, which data extension type should be used to store order and product records in Marketing Cloud?

- A. Transactional Data Extension
- B. Sendable Data Extension

- C. Synchronized Data Extension
- D. Standard Data Extension

Answer: D

Explanation:

A standard data extension is a type of data extension that can store any type of data in Marketing Cloud, including order and product records from B2C Commerce. A standard data extension can be created manually or imported from an external source, such as B2C Commerce. A standard data extension can also be used for segmentation, personalization, and reporting in Marketing Cloud. References: https://help.salesforce.com/s/articleView?id=sf.mc_es_data_extensions.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_with_commerce_cloud.htm&type=5

NEW QUESTION # 30

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