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## Salesforce Certified B2C Solution Architect Sample Questions (Q88-Q93):

**NEW QUESTION # 88**
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: B,D**

Explanation:
Salesforce Shield Encryption is a feature that allows encrypting sensitive data at rest in Salesforce without compromising functionality or performance. Shield Encryption uses probabilistic encryption to protect data while preserving its format and length. Field-Level Encryption is a feature in Marketing Cloud that allows encrypting sensitive data at rest in Marketing Cloud using customer-managed keys. Field-Level Encryption uses deterministic encryption to protect data while preserving its format and length. When determining an appropriate solution for encrypting specific fields in Service Cloud as well as in data extensions in Marketing Cloud, the following considerations are relevant:
* With Shield, encrypted fields cannot be used to filter or sort in Process Builder and Flow Builder.
Process Builder and Flow Builder are tools in Salesforce that allow creating automated workflows and processes based on certain criteria or conditions. However, Shield Encryption does not support filtering or sorting on encrypted fields in these tools, because probabilistic encryption does not allow exact matching or comparison of values.
* 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. Shield Encryption supports encrypting any standard or custom field on any field type in Salesforce, such as text, email, phone, date, etc. However, Shield Encryption does not apply to Marketing Cloud fields or data extensions, because they are stored in a separate database from Salesforce. To encrypt fields in Marketing Cloud, Field-Level Encryption must be used.
Option A is incorrect because with Shield, encrypted fields are visible to the user if they have the View Encrypted Data permission, but there are other feature impacts such as filtering, sorting, searching, etc.
Option C is incorrect because Field-Level Encryption is not required on Marketing Cloud to encrypt the custom fields if they are already encrypted by Shield Encryption in Service Cloud. However, Field-Level Encryption can be used on Marketing Cloud if additional encryption or customer-managed keys are needed.
References:
* https://help.salesforce.com/s/articleView?id=sf.security_pe_overview.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.security_pe_considerations_general.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.mc_overview_field_level_encryption.htm&type=5

## NEW QUESTION # 89

An ecommerce company has one Primary Instance Group with three instances and one Secondary Instance Group with five sandboxes.
They are expanding and adding people in multiple locations to manage the storefront. They would like additional sandboxes to support their expansion efforts into new markets with new templates, scripts, and controllers.
Which approach should a Solution Architect recommend?

- A. Add new instances to the Primary Instance Group for new sandboxes in each realm.
- B. Add new sandboxes to the Secondary Instance Group for the current realm.
- C. Add a new realm for each new market to get additional sandboxes for each realm.
- D. Add a Tertiary Instance Group to add sandboxes to the existing realm.

**Answer: B**

Explanation:
The Secondary Instance Group is used for sandboxes in B2C Commerce. Adding new sandboxes to this group does not require creating a new realm or adding instances to the Primary Instance Group, which is used for production and staging instances.
Reference: https://developer.salesforce.com/docs/commerce/b2c-commerce/guide/b2c-developer-sandboxes.html

## NEW QUESTION # 90

A company is using Service Cloud, B2C Commerce, and Marketing Cloud to provide an end-to-end B2C solution. The company does not use MuleSoft or any other integration middleware and does not plan on using them in the near future. The company has about 10 million customers with a growth rate of 10% year over year, On average, each customer raises 10-50 support tickets each year, Each ticket may contain multiple comments, responses, and attachments. There is a need for the service agents to have visibility on customer tickets for up to 5 years.
What approach should a Solution Architect recommend in order to deliver the desired functionality given the company's expected growth over the next 5 years, while still adhering to the platform's governor limits?

- A. Capture and resolve tickets using the capabilities of Service Cloud. Archive resolved cases and related data into Heroku and display them back in Service Cloud using Salesforce Connect.
- B. Capture and resolve tickets using the capabilities of Service Cloud. Archive cases and related data older than a year in Big Objects and delete records that are more than 5 years old.

- C. Capture and resolve tickets using the capabilities of B2C Commerce. Archive cases and related data older than a year in Big Objects and delete records that are more than 5 years old.
- D. Capture and resolve tickets using the capabilities of Service Cloud, Use the Service Cloud console to display cases and related data raised by a customer in the past 5 years.

**Answer: A**

Explanation:
This approach allows the company to use Service Cloud for capturing and resolving tickets, which provides a better customer service experience than B2C Commerce. It also allows the company to archive resolved cases and related data into Heroku, which is a cloud platform that can store large amounts of data without hitting the platform's governor limits. Using Salesforce Connect, the company can display the archived data back in Service Cloud without storing it in Salesforce, thus saving storage space and costs. Reference: https://help.salesforce.com/s/articleView?id=sf.data_source_connect.htm&type=5 https://www.heroku.com/home

**NEW QUESTION # 91**
A company wants to give its service agents a current view in Marketing Cloud of which journeys customers are in at any given time, so that agents can provide a more persona! and relevant experience if a customer contacts them.
What approach should a Solution Architect recommend to fulfill this requirement?

- A. Schedule a batch job in Salesforce to query Marketing Cloud for the contact membership status of all contacts in Journeys on a regular basis (for example, once per hour) and write this to the Contact record.
- B. Add the Journey Membership Lightning component from the Marketing Cloud Connect Managed Package to the Contact Page Layout.
- C. Create a multi-select picklist on the contact record, and use the out-of-the-box Contact Update activities in Journey Builder to add or remove the name of the journey as they enter and exit.
- D. Develop a custom Lightning web component in Salesforce to query Marketing Cloud in real time to get Contact Journey membership.

**Answer: B**

Explanation:
The Journey Membership Lightning component is a pre-built component that displays the journeys that a contact is in and their status in each journey. It can be added to the Contact Page Layout in Service Cloud using the Marketing Cloud Connect Managed Package, which enables integration between Service Cloud and Marketing Cloud. Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_co_journey_membership_lightning_component.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect.htm&type=5

**NEW QUESTION # 92**
Northern Trail Outfitters (NTO) wants incoming support cases to automatically be routed to the correct team based on customer purchases.
Which option should a Solution Architect configure to accomplish this7

- A. Auto Response rules and Support Processes
- B. Queues and Assignment rules
- C. Apex trigger on a Case object
- D. Auto-launched Flow with a Record Trigger

**Answer: B**

Explanation:
Queues and Assignment rules are features of Service Cloud that allow incoming support cases to be automatically routed to the correct team or agent based on predefined criteria, such as customer purchases, case origin, or case priority.

**NEW QUESTION # 93**
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