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Salesforce Certified B2C Commerce Architect Sample Questions (Q65-Q70):

NEW QUESTION # 65

The following promotions are configured with no exclusivity (can be combined with any other promotion) in a - 1month campaign:

- * Free correct- in -store shipping
- * 20% accessories products discount, applies for all customers
- * \$5 off coupon based discount, sent to a selected group of customers

The combination of above promotions allows customers to get 16 socks for free in store. This was unintended, and the Client If

considering disabling the coupon. The Client is concerned about a potential spike in the number of Call Center calls from customers who had the coupon code added to their baskets before it was disabled. As basket lifetime is set to 30 days for all customers, this can continue for the full length of the campaign.

What solutions should the Architect suggest to keep the Call Center calls to a minimum?

- A. Disable the coupon code. Email all the customers to not use the coupon code in their baskets.
- B. Disable the coupon code. Restart the production instance from control Center to clear existing baskets.
- **C. Disable the coupon code. Reduce the basket lifetime in Business Manager to expire some of the existing baskets**
- D. Disable the coupon code. Clear the production cache from the Business Manager to clear existing baskets.

Answer: C

Explanation:

Reducing the basket lifetime is a strategic approach to minimizing the impact of disabling a promotional coupon. This action will cause baskets that may still contain the now-disabled coupon to expire sooner, thereby reducing the potential volume of calls to the Call Center from customers inquiring about the coupon.

This method also avoids the drastic measure of clearing all existing baskets or restarting the production instance, which could disrupt user experience and lead to further customer dissatisfaction.

NEW QUESTION # 66

A company that is a shoe-producer is doing Salesforce B2C Commerce implementation. In their Enterprise Resource Warning (ERP) system, the products are marked as being one of three types: boots, sandals, and sneakers. The business requirements based on the type are:

- * The messaging on Product Detail page is different
- * Customers are able to filter their Product Search Results

The customer's operations team asks about the format in which to send this value in the catalog.

Which data type should the Architect specify for this attribute In the Data Mapping document?

- A. A custom attribute of type enum-of-string (multiselect able value).
- B. A custom attribute of type string containing comma separated values.
- C. A custom attribute type set-of-string containing multiple values.
- **D. A custom attribute of type enum-of-string (single selectable value)**

Answer: D

Explanation:

For the shoe producer implementing Salesforce B2C Commerce, the attribute used to specify the type of shoes (boots, sandals, sneakers) should be set as a single selectable value, hence the use of an enum-of-string type. This data type allows for the selection of one option from a predefined list, which is ideal for cases where each product can only be categorized into one type. This ensures that data integrity is maintained while providing clear and distinct categorization that can easily be used for filtering on the Product Search Results page and for customized messaging on the Product Detail page.

NEW QUESTION # 67

While validating a LINK Cartridge for inclusion into the solution, an Architect notices that the UNK cartridge documentation requires the Architect to add a script node to a Pipeline in the storefront cartridge. The script is also a valid CommonJS module. Which approach can the Architect use to Integrate this cartridge into a site that uses Controllers only?

- **A. Add the script that is required via a require statement In the Controller, add the appropriate arguments, and execute the correct method.**
- B. Copy and paste the script that is required directly into the Controller, add the appropriate arguments, then execute the correct method
- C. Add the script that is required via a Module, exports statement in the Controller add the appropriate arguments, and execute the correct method.
- D. Add the script that is required via an import\$script statement in the Controller, add the appropriate arguments, and execute the correct method.

Answer: A

Explanation:

In a site using Controllers, the most efficient way to integrate a script from a LINK cartridge that is also a valid CommonJS module is by using a require statement. This method enables the Architect to modularly load the necessary script, passing in any arguments that the script needs to function correctly within the existing Controller framework. This approach maintains modularity and adherence to the CommonJS module pattern, making it the most suitable for seamless integration.

NEW QUESTION # 68

A Client has automated builds that deploy the code; however, recent builds started failing with compilation issues, which are not reproducible in developer's environment.

What first step needs to be taken to identify and fix the issue?

- A. Recreate the job in the build server to verify compilation issues.
- B. Verify the generated JavaScript and CSS for the build.
- **C. Clean up build server work space and run job again.**
- D. Verify the modules versions used to generate the code.

Answer: C

Explanation:

When facing build failures that are not reproducible in developers' environments, a common and effective first step is to clean up the build server workspace (Answer A). This action clears any residual files, settings, or data that might be influencing the build process and causing discrepancies between local and server builds. By resetting the workspace to a clean state, it helps ensure that the build process is starting from a consistent base, potentially resolving issues caused by stale data or corrupted build artifacts. This step often resolves hidden configuration or environment-specific issues that are not immediately apparent in the code or module versions.

NEW QUESTION # 69

The Client currently manages Customers, Inventory, and Product Information with dedicated backend systems as shown in the Systems Diagram below. There is also an external Email Marketing System (EMS) in place.

The EMS needs order data to email recommendations to customers using an existing email campaign. These recommendations should be to only send for products that are in stock. The EMS has no access to the backend systems so this data should come from the Salesforce B2C Commerce site.

□ Which relationships should be added to the Systems Diagram to complete it and fulfill the chart requirements necessary for the email campaign?

- **A. Order and Customer data should be exported from Production. Product and Inventory data should be exported from Staging.**
- B. Order, Customer, and Inventory data should be exported from Production. Product data should be exported from staging.
- C. Order and Inventory should be exported from Production. Products should be exported from Staging. Customers should be exported from the external Customer Management System.
- D. Order, Customer, and Product data should be exported from Staging. Inventory data should be exported from Production.

Answer: A

Explanation:

In the given scenario, where the Email Marketing System (EMS) requires order data to send product recommendations based on stock availability, it is crucial that the most up-to-date and relevant data is used.

Here's why the chosen data sources are appropriate:

* Order and Customer Data from Production: Since order and customer interactions occur in real-time, exporting this data from the Production environment ensures that the most current information is used for the email marketing campaigns. This accuracy is vital for personalization and timeliness of the communications sent to customers.

* Product and Inventory Data from Staging: Given that the staging environment is typically one step behind production and is used for testing before changes go live, it provides a stable dataset that reflects what is currently live without the risk of including any unvetted changes. This setup is suitable for inventory and product data, which are less susceptible to minute-by-minute changes compared to order data and can be pre-validated before use in marketing efforts.

This configuration helps ensure that the EMS has access to reliable data reflecting current stock levels and product details, which is essential for crafting accurate marketing messages based on product availability.

NEW QUESTION # 70

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