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## Salesforce Certified B2C Solution Architect Sample Questions (Q49-Q54):

### NEW QUESTION # 49

Key business stakeholders have asked for a new business requirement that requires a multi-cloud solution design using self-service commerce, a service agent console, and marketing communication. A Solution Architect was brought in to lead the end-to-end solution design and delivery.

Which two actions should the Solution Architect take to accurately capture these requirements? Choose 2 answers

- A. Set up DevOps processes and environments in preparation for the discovery workshops.
- B. Include functional and technical experts across discovery workshops to ensure requirements and priorities are captured.
- C. Design the solution and hand it off to the delivery team to start to build and test it.
- D. Draft a requirements and process document. Invite key business and technical/design team stakeholders to review and approve.

**Answer: B,D**

Explanation:

These answers are correct because they are actions that a Solution Architect should take to accurately capture the requirements for a multi-cloud solution design. Including functional and technical experts across discovery workshops can help ensure that the requirements and priorities are captured from different perspectives and domains. Drafting a requirements and process document can help document the business needs, expectations, and constraints for the solution design. Inviting key business and technical/design team stakeholders to review and approve the document can help validate the requirements and ensure alignment.

References: <https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process>

### NEW QUESTION # 50

A company actively uses CI/CO processes for their Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to their architecture. Under the current setup each developer has their own developer sandbox for development. Developers merge their changes into a sandbox for QA regularly, then once every week changes are moved to staging, and from staging to production instances.

Which set up should a Solution Architect propose to support this development approach considering costs and data segregation?

- A. Set up one Marketing Cloud instance for each sandbox in Service Cloud
- B. Set up one Marketing Cloud instance with a business unit for production and one business unit for testing that is connected to all Developer sandboxes
- C. Set up one Marketing Cloud instance for production and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes
- D. Set up one Marketing Cloud instance for testing and one for production, where the testing instance is connected to the staging sandbox

**Answer: C**

Explanation:

A Marketing Cloud sandbox is a separate instance of Marketing Cloud that can be used for development, testing, and training purposes. A Marketing Cloud sandbox can be connected to a Service Cloud sandbox using Marketing Cloud Connect, which allows data synchronization and cross-cloud functionality. This option supports the CI/CO processes and data segregation for each Service Cloud sandbox. The other options are either not feasible or not cost-effective. References:

\* [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_marketing\\_cloud\\_sandbox.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_sandbox.htm&type=5)

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### NEW QUESTION # 51

A Marketing team plans to support the launch of a new product line. In discussion with the Sales and IT teams, the Marketing team proposed introducing a leads-management process, along with a web-to-lead form for the landing page that supports the product launch.

The leads captured using the form are added to the new nurturing journey in Marketing Cloud and subsequently routed to the relevant sales team once they qualify at a certain threshold.

What are two implications that a Solution Architect should consider prior to implementing this solution?

Choose 2 answers

- A. Engagement history from the lead record will be natively available for contact record in Marketing Cloud
- **B. Need for additional handling of consent, preferences, and compliance for converted leads in Marketing Cloud**
- **C. Leads can have detrimental impact on quality of contact records in Sales Cloud**
- D. Leads are unique contact records in Marketing Cloud

**Answer: B,C**

Explanation:

Introducing a leads-management process and a web-to-lead form can have implications for consent, preferences, and compliance for converted leads in Marketing Cloud. For example, if a lead opts out of email communication in Sales Cloud, this preference should be reflected in Marketing Cloud as well. Similarly, if a lead is converted to a contact in Sales Cloud, the corresponding subscriber record in Marketing Cloud should be updated with the new ID and status. Leads can also have a detrimental impact on the quality of contact records in Sales Cloud if they are not properly deduplicated, validated, and enriched. For example, if a lead is created with an invalid or duplicate email address, this can affect the deliverability and personalization of email messages in Marketing Cloud. References:

\* [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_data\\_integration\\_best\\_practices.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_best_practices.htm&type=5)

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#### NEW QUESTION # 52

A merchant has a requirement to engage customers with a series of promotional messaging including a coupon offer generated in B2C Commerce. Reminder emails are sent to those customers who have not redeemed the coupon 10 and 2 days before its expiration.

Which three elements are required to support this scenario?

Choose 3 answers

- A. Marketing Cloud Connect for Service to Marketing Cloud
- **B. Marketing Cloud Installed Package**
- **C. B2C Commerce cartridge to call Marketing Cloud APIs**
- D. Service Cloud for support of coupons and redemption management
- **E. 82C Commerce storefront**

**Answer: B,C,E**

Explanation:

To enable the scenario of sending promotional emails with coupon offers generated in B2C Commerce, the following elements are required:

\* A B2C Commerce cartridge to call Marketing Cloud APIs, such as the Transactional Messaging API, to trigger the email journey and pass the coupon code as a data attribute.

\* A Marketing Cloud Installed Package to create an API integration between B2C Commerce and Marketing Cloud and provide authentication credentials and permissions.

\* A B2C Commerce storefront to generate and manage the coupon codes and redemption logic.

References: <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api>

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

[https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.docheelp/content/b2c\\_commerce/topics/promotions/b2c\\_coupon\\_codes.html](https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.docheelp/content/b2c_commerce/topics/promotions/b2c_coupon_codes.html)

#### NEW QUESTION # 53

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. A Sync Person Account object.**
- B. Sync Individual object.
- C. Sync Contact object.

- D. Sync Subscriber object.

**Answer: A**

Explanation:

Syncing Person Account object can help map subscriber data in Marketing Cloud when the company has Person Account set up on their Sales Cloud. This can enable bi-directional data integration between Sales Cloud and Marketing Cloud for Person Accounts, which are records that combine both Account and Contact information for individuals. References:

\* [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_person\\_accounts.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_person_accounts.htm&type=5)

## NEW QUESTION # 54

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