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Salesforce Certified B2C Solution Architect Sample Questions (Q38-Q43):

NEW QUESTION # 38

A merchant has implemented a custom solution on B2C Commerce, exposing a configurable outdoor table composed of multiple, different SKUs representing the table top, legs, hardware, cover, and optional extended warranty.

On the B2C Commerce storefront, customers can select from any in-stock options for each of the components to create their perfect table before check-out. Although the final product is presented to the customer as one table, inventory is tracked at the component level, and all of the component SKUs must be sent to the Order Management System in the resulting commerce order.

Which two solutions would allow the merchant to make this custom product experience available in Service Cloud to support the customer service rep purchasing and feature review? Choose 2 answers

- A. Use hooks to extend the existing Open Commerce API (OCAPI) product endpoint with additional information about the custom product options and component availability in real time to support a custom experience in Service Cloud.
- B. Create a custom Open Commerce API (OCAPI) endpoint on B2C Commerce to expose the custom product options and component availability in real time to support a custom experience in Service Cloud.
- C. Use Customer Service Representative (CSR) Order on Behalf Of to access the existing B2C Commerce storefront as a CSR acting on behalf of a customer when making purchases or reviewing custom products.
- D. Create a custom B2C Commerce job to export custom product component data on a nightly basis and import into Service Cloud to

support a custom experience.

Answer: A,C

Explanation:

C: Hooks are a way to extend the existing OCAPI endpoints with custom logic and data. By using hooks, the merchant can add additional information about the custom product options and component availability to the OCAPI product endpoint, which can be consumed by Service Cloud to display the custom product experience. D. CSR Order on Behalf Of is a feature that allows a CSR to access the existing B2C Commerce storefront as a customer and perform actions on their behalf, such as making purchases or reviewing custom products. This feature can be enabled in Service Cloud using the Commerce Cloud Connector. References:

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OCAPI/current/usage/Hooks.html>

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/CSR/CSRorderonbehalfof.html>

NEW QUESTION # 39

A company currently uses B2C Commerce and Service Cloud for one of its storefronts. They are now considering implementing the 'Order on Behalf of flow. Which consideration must a Solution Architect keep in mind while implementing the 'Order on Behalf of flow?

- **A. The Service Cloud Connector is not available for guests or anonymous storefront shoppers. Use Order on Behalf with registered B2C Commerce customer accounts.**
- B. The Service Cloud Connector can work with any valid Service Cloud user. There is no specific need for an Integration User with administrative rights.
- C. The Service Cloud Connector does not require B2C Commerce to be registered as a remote site as long as the Service Cloud org and B2C Commerce realm are in the same geographic region.
- D. The Service Cloud Connector enables data synchronization through SOAP services using Service Cloud and B2C Commerce. REST services are not available for such data synchronization needs.

Answer: A

Explanation:

* A is correct because the Service Cloud Connector only works with registered B2C Commerce customer accounts and does not support guests or anonymous storefront shoppers. The connector uses the customer ID to link the Service Cloud contact with the B2C Commerce customer profile.

* B is incorrect because the Service Cloud Connector supports both SOAP and REST services for data synchronization between Service Cloud and B2C Commerce.

* C is incorrect because the Service Cloud Connector requires B2C Commerce to be registered as a remote site in Service Cloud regardless of the geographic region. This is to allow outbound messages from Service Cloud to B2C Commerce.

* D is incorrect because the Service Cloud Connector requires a dedicated Integration User with administrative rights in both Service Cloud and B2C Commerce. This user is used to authenticate and authorize the data synchronization between the two systems.

References:

* : <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorOverview.html>

* : <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorDataSynchronization.html>

* : <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorSetup.html>

* : <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorUserSetup.html>

NEW QUESTION # 40

A company wants to use the Salesforce Platform for their needs. They need a marketing solution, an online ordering platform, and a b solution for service agents, The goal of the company is to provide end-to-end support for their customers.

What is an example of a deliverable that the Solution Architect should provide to make sure the company understands the solution that is needed?

- A. Organization chart of the company completed by the Solution Architect
- B. Email templates and copy for suggested marketing emails
- **C. Technical Design Specification showing the data mapping/model and systems integration**
- D. Final design document for storefront pages and service agent experience

Answer: C

Explanation:

A Technical Design Specification is a document that describes the technical architecture and design of a solution, including the data mapping/model and systems integration. This document can help the company understand the solution that is needed and how it will meet their requirements.

References: [https://trailhead.](https://trailhead.salesforce.com/content/learn/modules/solution-design-for-technical-architects/define-the-technical-architecture)

[salesforce.com/content/learn/modules/solution-design-for-technical-architects/define-the-technical-architecture](https://trailhead.salesforce.com/content/learn/modules/solution-design-for-technical-architects/define-the-technical-architecture)

NEW QUESTION # 41

A company wants to implement an abandoned cart solution for their ecommerce storefront in Marketing Cloud. The use case is when a customer visits their ecommerce website and adds an item to their shopping cart but does not complete the purchase. After an hour has passed from abandonment, an email containing the item that was in the shopping cart will be sent to the customer to remind them of their incomplete purchase. What process should a Solution Architect follow to set up the solution?

- A. Set up Marketing Cloud Connector, create an email in Marketing Cloud, and create a send trigger.
- B. Export the purchase data from B2C Commerce, import the data into Marketing Cloud, and create an email in Content Builder.
- **C. Implement collect.js in the ecommerce storefront, create a behavioral trigger, create an email in Marketing Cloud, and create a journey.**
- D. Set up Einstein Recommendations, set up Marketing Cloud Connector, and create an email in Marketing Cloud.

Answer: C

Explanation:

An abandoned cart solution is a solution that allows sending personalized and timely email reminders to customers who have added items to their shopping cart but have not completed the purchase. An abandoned cart solution can help increase conversion rates, revenue, and customer loyalty. To implement an abandoned cart solution for their ecommerce storefront in Marketing Cloud, a Solution Architect should follow the following process:

* Implement collect.js in the ecommerce storefront. Collect.js is a JavaScript code that allows tracking customer behavior and interactions on the ecommerce website, such as browsing products, adding items to cart, etc. Collect.js sends this behavioral data to Marketing Cloud for further analysis and action.

* Create a behavioral trigger. A behavioral trigger is a rule that defines how to map behavioral data to a target data extension when a customer takes a particular action, such as abandoning a cart or browser session. A behavioral trigger can help automate the data flow and segmentation process based on customer behavior.

* Create an email in Marketing Cloud. An email is a message that contains text, images, links, and other content that can be sent to customers via email. An email can be created using Content Builder, a tool that allows designing and managing email content in Marketing Cloud.

* Create a journey. A journey is a sequence of messages and actions that are triggered by customer events or attributes. A journey can be created using Journey Builder, a tool that allows designing and managing customer journeys in Marketing Cloud.

Option A is incorrect because exporting the purchase data from B2C Commerce, importing the data into Marketing Cloud, and creating an email in Content Builder is not a sufficient or efficient process for implementing an abandoned cart solution. This process does not involve creating a behavioral trigger or a journey, which are essential for sending timely and personalized email reminders based on customer behavior.

Option B is incorrect because setting up Marketing Cloud Connector, creating an email in Marketing Cloud, and creating a send trigger is not a suitable or scalable process for implementing an abandoned cart solution.

Marketing Cloud Connector is a feature that allows integrating Marketing Cloud with other Salesforce products, such as Sales Cloud or Service Cloud. It is not necessary or relevant for integrating Marketing Cloud with B2C Commerce. A send trigger is a rule that defines how to send an email to customers based on certain criteria or conditions. However, a send trigger does not capture or leverage the behavioral data collected by collect.js, which is crucial for creating an effective abandoned cart solution. Option D is incorrect because setting up Einstein Recommendations, setting up Marketing Cloud Connector, and creating an email in Marketing Cloud is not a relevant or optimal process for implementing an abandoned cart solution. Einstein Recommendations is a feature that allows generating personalized product recommendations based on customer behavior and preferences. It is not directly related to creating an abandoned cart solution, although it can be used to enhance the email content with relevant recommendations. As mentioned before, Marketing Cloud Connector is not necessary or relevant for integrating Marketing Cloud with B2C Commerce. This process also does not involve creating a behavioral trigger or a journey, which are essential for sending timely and personalized email reminders based on customer behavior. References:

* https://help.salesforce.com/s/articleView?id=sf.mc_ctc_collect_code.htm&type=5

* https://help.salesforce.com/s/articleView?id=sf.mc_jb_behavioral_triggers.htm&type=5

* https://help.salesforce.com/s/articleView?id=sf.mc_es_create_an_email_message.htm&type=5

* https://help.salesforce.com/s/articleView?id=sf.mc_jb_create_a_journey.htm&type=5

NEW QUESTION # 42

An organization wants to implement B2C Commerce, Marketing Cloud, and Service Cloud in a phased manner with the goal of keeping the overall project manageable and achieving a quick return on investment.

Their current legacy commerce system is home grown and has frequent, costly outages- making this the highest priority for replacement. The current marketing platform collects only basic analytics from email marketing campaigns and has no awareness of the larger customer context. Currently, the call center meets most customer needs but the process is time-consuming and forces the agent to interact with multiple disconnected systems.

Which two implementation strategies should a Solution Architect recommend when rolling out an integrated customer experience across B2C Commerce, Marketing Cloud, and Service Cloud?

Choose 2 answers

- **A. Implement Service Cloud immediately after B2C Commerce in order to leverage the Service Cloud Contact ID as the Marketing Cloud Contact Key when Marketing Cloud is implemented later.**
- B. Implement Marketing Cloud immediately after B2C Commerce in order to leverage the Marketing Cloud Contact Key as the Service Cloud Contact ID when Service Cloud is implemented later.
- **C. Implement all three clouds at the same time; the primary identifiers for all three clouds must be synced to the others from the start in order to achieve a unified experience.**
- D. Implement Marketing Cloud and Service Cloud together in one phase after B2C Commerce to ensure that they share a common view of the customer from the beginning.

Answer: A,C

