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- English Language Arts and Reading with STR (4-8) - Life Sciences (8-12) - English as a Second Language Supplemental (EC-12) - Educational Diagnostician (EC-12)

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Salesforce Certified B2C Solution Architect Sample Questions (Q76-Q81):

NEW QUESTION # 76

A customer has been using Marketing Cloud with their existing (non-Salesforce) ecommerce site for more than 3 years and is now implementing Service Cloud to help improve the quality of support given to their customers. While Service Cloud will be integrated with the ecommerce site and they want to use many Marketing Cloud Connect features, the customer is insisting on continuing to use the existing integration between the ecommerce site and Marketing Cloud until they move to Salesforce B2C Commerce (planned for the coming 2 years).

Which two concerns should the Solution Architect raise with the customer considering the approach they want to take?

Choose 2 answers

- A. Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents.

- B. Journey Builder will need to be used to update the Contact Key directly in Marketing Cloud to ensure the existing ecommerce site integration can continue to be used.
- C. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date.
- D. Additional Matching rules will need to be implemented in Service Cloud to ensure identities are merged before messaging in Marketing Cloud.

Answer: A,C

Explanation:

B: Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents. Marketing Cloud Connect can only track email sends that are initiated from Marketing Cloud or Salesforce CRM, not from an external ecommerce site.

This means that the Service Agents will not have a complete view of the customer's email interactions or preferences. D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date. Marketing Cloud Connect uses the Salesforce Contact ID or Lead ID as the contact key in Marketing Cloud, which is a unique identifier for each contact or lead. If the existing ecommerce site integration uses a different identifier, such as email address or customer ID, then it may create duplicate contacts in Marketing Cloud when syncing with Service Cloud. This can affect the contact count, billing, and personalization in Marketing Cloud. References:

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

NEW QUESTION # 77

An organization uses B2C Commerce to capture order details but needs to process the order in an ERP system. They want B2C Commerce to send a message to the ERP system with the order details after they have been entered, then wait for the order to be processed, and then receive a reply from the ERP system with the order number and status.

Which integration pattern should a Solution Architect use to meet this requirement?

- A. Asynchronous Call-Out
- B. Batch Data Synchronization
- C. Request and Reply
- D. Publish / Subscribe

Answer: C

Explanation:

Request and reply is an integration pattern that allows a system to send a message to another system and wait for a response. This pattern is suitable for scenarios where the sender needs to receive an immediate confirmation or acknowledgment from the receiver. In this case, B2C Commerce needs to receive the order number and status from the ERP system after sending the order details. References:

* <https://architect.salesforce.com/design/integration-patterns-and-practices/request-and-reply/>

*

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

NEW QUESTION # 78

A salesperson needs to know which subscription a customer has subscribed to or unsubscribed from when reviewing their account in Sales Cloud. However, Marketing Cloud needs to honor the unsubscribe action when it sends out emails.

Which two steps should a Solution Architect take to meet these requirements?

Choose 2 answers

- A. Create a custom preference center that updates the records in Sales Cloud.
- B. Create a Journey activity to update the records in Sales Cloud.
- C. Use the out-of-the-box preference center in Marketing Cloud.
- D. Implement the Marketing Cloud Connector to ensure the unsubscribe data is synced from Sales Cloud.

Answer: A,D

Explanation:

B: Creating a custom preference center that updates the records in Sales Cloud can help meet the requirements by allowing customers to manage their subscription preferences and opt-in or opt-out of different email lists or publications. This can also provide more granular control over the data synchronization between Sales Cloud and Marketing Cloud. D. Implementing the Marketing Cloud Connector can help meet the requirements by enabling bi-directional data integration between Sales Cloud and Marketing Cloud. This can also allow Marketing Cloud to honor the unsubscribe status of contacts or leads in Sales Cloud when sending emails. References:

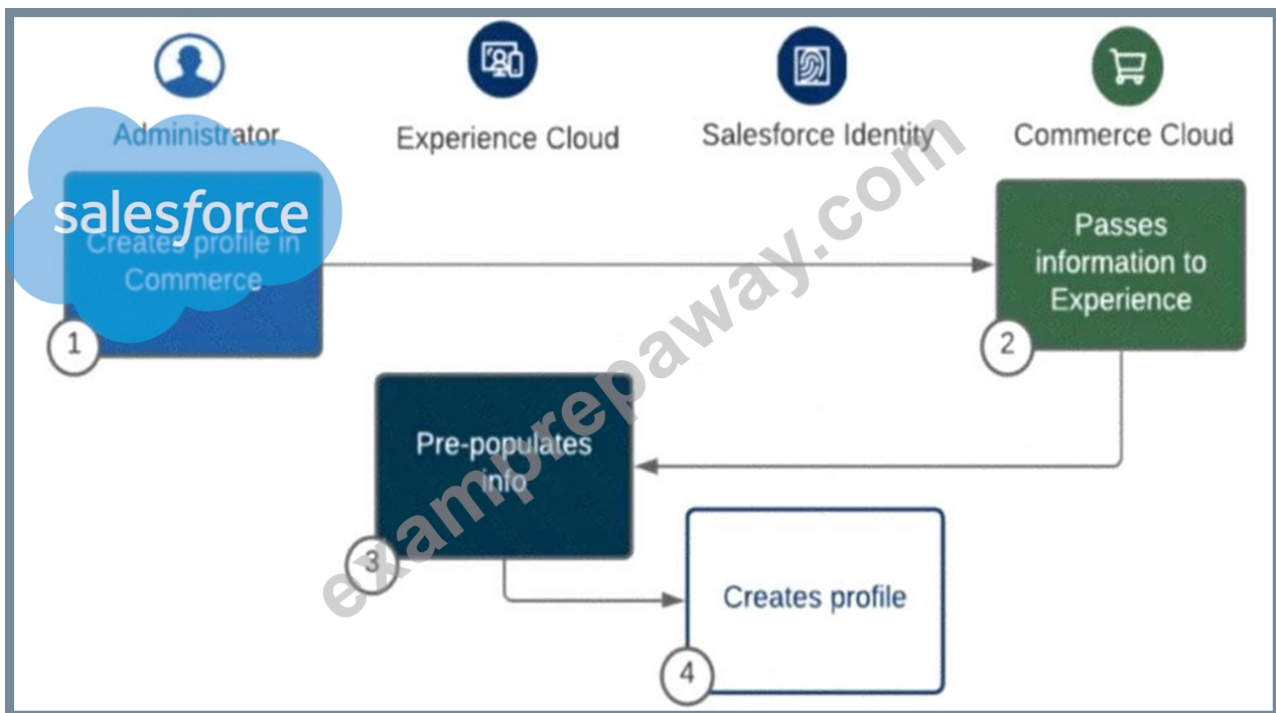
* https://help.salesforce.com/s/articleView?id=sf.mc_co_implement_marketing_cloud_connect.htm&type=5

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

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

NEW QUESTION # 79

Refer to the image below:



A brand is planning to re-platform their existing website onto B2C Commerce. As part of the re-platform they will create a new social community portal. They are going to implement B2C Commerce, Experience Cloud, and Salesforce Identity.

After reviewing the workflow, which system should a Solution Architect recommend to use as a primary authentication method while attempting to minimize migration of customer profile data?

- A. Salesforce B2C Commerce
- **B. Salesforce Core Platform/Identity**
- C. Salesforce CDP
- D. Salesforce Marketing Cloud

Answer: B

Explanation:

This answer is correct because it minimizes the migration of customer profile data by using Salesforce Identity as the primary authentication method. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can store customer profile data in a single place. This reduces the need to duplicate or sync customer data across multiple systems. References: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

NEW QUESTION # 80

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. Field-Level Encryption is also required on Marketing Cloud to encrypt the custom fields.
- **B. 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.**
- **C. With Shield, encrypted fields cannot be used to filter or sort in Process Builder and Flow Builder.**
- D. With Shield, encrypted fields are not visible to the user, but there are no other feature impacts.

Answer: B,C

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 # 81

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Creating Cycling Banners, And it also sounds like it's really about implementing Practice Arch-302 Test Engine a process for testing, experimentation, and willingness in the organization to follow those sorts of problem solving techniques.

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