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## Salesforce Arch-302 Exam | Arch-302 Valid Test Notes - Latest updated of Latest Arch-302 Test Cost

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

### NEW QUESTION # 65

A company is currently Implementing B2C Commerce and wants to use Marketing Cloud to send transactional emails like the Welcome Email, Order Confirmation, and Order Status Update Email.

Which three steps are required to configure the Marketing Cloud Connector for triggered emails?

Choose 3 answers

- A. Integrate Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP.
- B. Configure REST Services in B2C Commerce that will be used to authenticate B2C Commerce against Marketing Cloud via its API integration and initiate a transactional email delivery.
- C. Customize the B2C Commerce storefront to invoke Marketing Cloud's Transactional Messaging REST API whenever a transactional message should be delivered. This customization should first authenticate B2C Commerce against Marketing Cloud and then deliver the Transactional Messaging payload to inform message contents.
- D. Create an API Integration in Marketing Cloud using Installed Packages that provision access to Marketing Cloud APIs by external systems like B2C Commerce.
- E. Customize the B2C Commerce storefront to trigger Marketing Cloud Transactional Messages at strategic points in the customer's experience by using Marketing Cloud's Transactional Messaging REST API. This customization should Include a payload that informs message contents.

**Answer: B,D,E**

Explanation:

\* Option A is correct because configuring REST services in B2C Commerce is a necessary step to enable authentication and communication with

Marketing Cloud via its API integration and to initiate transactional email delivery using Marketing Cloud's Transactional Messaging REST API.

\* Option C is correct because creating an API integration in Marketing Cloud using Installed Packages is a necessary step to provision access to Marketing Cloud APIs by external systems like B2C Commerce and to generate an API key and secret for authentication purposes.

\* Option D is correct because customizing the B2C Commerce storefront to trigger Marketing Cloud Transactional Messages at strategic points in the customer's experience is a necessary step to invoke Marketing Cloud's Transactional Messaging REST API with a payload that informs message contents and recipients.

\* Option B is incorrect because front-end development capabilities are not required to configure the Marketing Cloud Connector for triggered emails, but rather to customize the B2C Commerce storefront and the email templates in Marketing Cloud.

\* Option E is incorrect because integrating Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP is not required to configure the Marketing Cloud Connector for triggered emails, but rather to enable data synchronization and segmentation for marketing campaigns.

References:

\* Get Started with B2C Solution Architect Cert Prep - Trailhead

\* Certification - B2C Solution Architect - Trailhead

### NEW QUESTION # 66

Universal Containers (UC) is in the process of implementing a B2C Commerce site for their storefront, and Experience Cloud for their support and help desk. UC wants to ensure that there is a single login and data experience between the two sites while also being relatively seamless.

Given the need for a single login experience, what should the primary system be for all authentication?

- A. B2C Commerce
- B. Service Cloud
- C. Experience Cloud
- **D. Salesforce Identity**

**Answer: D**

Explanation:

This answer is correct because it is the primary system that should be used for all authentication between B2C Commerce site and Experience Cloud site. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can provide a single login and data experience between the two sites. Salesforce Identity can also store customer profile data in a single place and sync it across systems.

References: [https://help.salesforce.com/s/articleView?id=sf.b2c\\_commerce\\_service\\_cloud\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5)

### NEW QUESTION # 67

A company wants to migrate their existing in-house order management solution to the Salesforce Order Management product, which will trigger post-purchase transactional emails through Marketing Cloud. They are already using B2C Commerce, Service Cloud, and Marketing Cloud, as well as the B2C Commerce - Service Cloud Connector and Marketing Cloud Connect.

What are three actions that a Solution Architect must take when planning and deploying this solution? Choose

3 answers

- **A. Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector.**
- **B. Integrate Salesforce Order Management to B2C Commerce for order history and user self service.**
- C. Migrate subscriber keys in Marketing Cloud to a new Order Management customer identifier.
- **D. Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios.**
- E. Replace the Service Cloud Connector with an Order Management Connector for B2C Commerce.

**Answer: A,B,D**

Explanation:

Salesforce Order Management is a product that allows managing orders across different channels and systems. To migrate the existing in-house order management solution to the Salesforce Order Management product, the following actions should be taken:

\* Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios. Data extensions are tables that store data in Marketing Cloud, and triggered sends are email messages that are sent automatically based on an external event. Data extensions and triggered sends can be used to store order data and send order confirmation, shipment notification, or cancellation emails to customers.

\* Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector. The Service Cloud Connector is a cartridge that enables integration between B2C Commerce and Service Cloud. The Order Management Connector is a cartridge that enables integration between B2C Commerce and Salesforce Order Management. Some features of the Service Cloud Connector, such as order history or order cancellation, may conflict with the Order Management Connector, so they should be removed or disabled.

\* Integrate Salesforce Order Management to B2C Commerce for order history and user self service. This integration allows customers to view their order history and status, track their shipments, cancel their orders, or initiate returns on the B2C Commerce storefront. This integration also allows agents to view and manage orders in Service Cloud.

Option D is incorrect because migrating subscriber keys in Marketing Cloud to a new Order Management customer identifier is not necessary or recommended. Option E is incorrect because replacing the Service Cloud Connector with an Order Management Connector for B2C Commerce is not possible or advisable.

References:

\* [https://help.salesforce.com/s/articleView?id=sf.order\\_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.order_overview.htm&type=5)

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

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

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

#### NEW QUESTION # 68

A financial company uses an external system for pricing and quotation.

What is the recommended approach to use the pricing and discount rules in the external system within Salesforce during the loan application process?

- A. Use the Apex callout to retrieve the latest information from the external system during the loan application process.
- B. Use an external object to store pricing and discount information.
- C. Use the API callout component in Process Builder to retrieve the latest information from the external system during the loan application process.
- D. Rebuild the logic used in the external system using Apex.

**Answer: A**

Explanation:

This option allows you to use Apex code to make HTTP requests and receive HTTP responses from an external system, such as a pricing and quotation service. You can use the `@future(callout=true)` annotation to make asynchronous callouts from Apex triggers or invocable methods. The other options are either not feasible or not optimal for this use case.

#### NEW QUESTION # 69

Universal Containers (UC) uses B2C Commerce, Marketing Cloud, and Salesforce OMS for their online sales capabilities. Given recent logistics constraints and challenges, many customers are asking UC for the ability to make their purchases online but pick them up at a local store or location (BOPIS).

Which consideration should a Solution Architect keep in mind when designing a solution for UC that would allow for this functionality?

- A. Manage B2C Commerce geolocation data for stores on an order by order basis.
- B. Marketing Cloud Mobile Push is required for this solution and must be enabled.
- C. Manage inventory data inside of Salesforce OMS so it is easier to parse by store.
- D. Manage inventory data inside of B2C Commerce so it is easier to parse by store.

**Answer: D**

Explanation:

This answer is correct because managing inventory data inside of B2C Commerce makes it easier to parse by store and enable buy online pick up in store (BOPIS) functionality. B2C Commerce can store inventory information for multiple locations and provide real-time availability information to customers and service agents. B2C Commerce can also integrate with Salesforce OMS to manage order fulfillment and payment processing for BOPIS orders. References: [https://help.salesforce.com/s/articleView?id=sf.b2c\\_commerce\\_oms\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_oms_integration.htm&type=5)

#### NEW QUESTION # 70

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