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The Salesforce Arch-302 certification is on trending nowadays, and many IT aspirants are trying to get it. Success in the Arch-302 test helps you land well-paying jobs. Additionally, the Salesforce Arch-302 certification exam is also beneficial to get promotions in your current company. But the main problem that every applicant faces while preparing for the Arch-302 Certification test is not finding updated Salesforce Arch-302 practice questions.

Salesforce Certified B2C Solution Architect Sample Questions (Q138-Q143):

NEW QUESTION # 138

A financial services firm with many high net-worth individuals is about to implement Service Cloud, Marketing Cloud, and Salesforce Platform. Given the nature of the individuals, they are often required to adhere to financial regulations and civil procedures in regards to their data. This often requires restricting their data processing.

Given that requirement, what are three considerations the financial services firm should be aware of when limiting data processing across these clouds?

Choose 3 answers

- A. Consider deleting all of the customer data in order to adhere to the requirements.
- B. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative.
- C. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact.
- D. Restricting data within Service Cloud requires contacting a Service Cloud account representative.
- E. Export relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data.

Answer: B,C,E

Explanation:

These are three considerations that the financial services firm should be aware of when limiting data processing across these clouds. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact, as deleting a restricted contact will result in an error message. Exporting relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data is a best practice for complying with data requests or regulations. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative, as this feature is not available in the user interface.

NEW QUESTION # 139

An electronics company operates its website on B2C Commerce. The company recently decided to update its Customer Service portal from a homegrown solution to Service Cloud in order to take advantage of Assisted Order Placement through the 'Order on Behalf of' feature in the Service Cloud console.

The company currently has 3 million customer records in its B2C Commerce database that need to be migrated into Service Cloud.

How should a Solution Architect manage the export from B2C Commerce and import the initial batch of customer records into Service Cloud in an efficient manner?

- A. Use the Commerce Cloud REST API to import the 3 million records into Service Cloud.
- **B. Use Business Manager to export and Data Loader to import the 3 million records into Service Cloud.**
- C. Use the Salesforce REST API to import the 3 million records into Service Cloud.
- D. Use the Streaming API to push the 3 million customer records from B2C Commerce to Service Cloud.

Answer: B

Explanation:

Business Manager is a web-based tool that allows B2C Commerce administrators to export customer data in CSV format. Data Loader is a desktop tool that allows Salesforce administrators to import data in CSV format into Service Cloud. This is an efficient way to migrate a large batch of customer records from one system to another. References: <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/BusinessManager/BusinessManager.html> https://help.salesforce.com/s/articleView?id=sf.data_loader.htm&type=5

NEW QUESTION # 140

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 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.**
- 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 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.**
- 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 # 141

A retail company currently uses B2C Commerce, Service Cloud, and Marketing Cloud. The company plans to launch a winter sweepstakes campaign to attract new customers. The signup page is hosted on B2C Commerce and collects new customer details like name, phone number, and email. In order to enter the sweepstakes, the customer must sign up to receive marketing communications. In return, they will receive a coupon for 20% off their next purchase.

Which option should be defined as the data source authority for the customer attributes collected from the sweepstakes page?

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

Answer: B

Explanation:

B2C Commerce should be defined as the data source authority for the customer attributes collected from the sweepstakes page, as it is the system that captures the customer data directly from the web form and validates the customer consent and compliance preferences. The other systems can consume or sync the customer data from B2C Commerce, but they should not overwrite or modify the data without the customer's consent.

NEW QUESTION # 142

An organization currently has separate teams supporting Service Cloud, Marketing Cloud, store operations with a point-of-sale solution, and eCommerce with Commerce Cloud. Each business unit has their own key performance indicators (KPIs) but the organization is struggling to understand the big picture and improve customer engagement with the brand.

In which two ways would Salesforce CDP help in this scenario?

Choose 2 answers

- A. It creates one Individual record that replaces the system-specific records in other products, creating a unified view of the customer.
- B. It ingests customer data from each system and uses matching rules to find records representing the same person, uniting them under a Unified Individual.
- C. It provides cross-channel analytics using pre-built, native dashboards and charts within the unified profile.
- D. It can power experiences through other channels like Marketing Cloud Engagement by activating customer segments.

Answer: B,D

Explanation:

These answers are correct because they are ways that Salesforce CDP can help the organization in this scenario. Salesforce CDP can ingest customer data from each system and use matching rules to find records representing the same person, uniting them under a Unified Individual. This creates a single view of the customer across all systems and channels. Salesforce CDP can also power experiences through other channels like Marketing Cloud Engagement by activating customer segments. This enables personalized and targeted marketing campaigns based on customer data and behavior. References: <https://www.salesforce.com/products/customer-data-platform/overview/>

NEW QUESTION # 143

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