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Salesforce Certified B2C Solution Architect Sample Questions (Q56-Q61):

NEW QUESTION # 56

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

e-commerce 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 e-commerce 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 e-commerce 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 e-commerce 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 e-commerce 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 e-commerce 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 # 57

A company is in the process of defining the right systems to deliver key capabilities for its B2C business. The company has about 2 million customers, each placing an average of 100 orders each year through its existing B2C Commerce platform. 7 The company needs a system that can;

* Deliver a full list of all customer orders throughout their engagement lifetime

* Provide lifetime engagement tracking and history of the customer

* Calculate the lifetime value of customers based on their orders

Which three systems should a Solution Architect recommend to meet the company's requirements?

Choose 3 answers

- A. Marketing Cloud
- B. Salesforce Order Management
- C. Materials Written
- D. Sales Cloud
- E. Service Cloud
- F. Heroku

Answer: A,B,D

Explanation:

A system is a software application or platform that provides specific functionality or capabilities for a business. A system can be either internal or external to Salesforce, depending on where it is hosted and how it is accessed. To deliver key capabilities for its B2C business, a company should use the following systems:

* Sales Cloud: Sales Cloud is a product that allows managing sales processes and activities across different channels and devices. Sales Cloud can help the company to deliver a full list of all customer orders throughout their engagement lifetime, by integrating with B2C Commerce and other systems to capture and display order information on customer records.

* Marketing Cloud: Marketing Cloud is a product that allows creating and delivering personalized marketing campaigns across different channels and devices. Marketing Cloud can help the company to provide lifetime engagement tracking and history of the customer, by integrating with B2C Commerce and other systems to collect and analyze customer behavior and interactions across touchpoints.

* Salesforce Order Management: Salesforce Order Management is a product that allows managing and fulfilling orders across different channels and systems. Salesforce Order Management can help the company to calculate the lifetime value of customers based on their orders, by integrating with B2C Commerce and other systems to aggregate and report on order revenue and profitability.

Option B is incorrect because Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. Option C is incorrect because Heroku is a platform that allows building, running, and scaling custom web applications using various languages and frameworks. Heroku does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. Option D is incorrect because Materials Written is not a system, but rather a term that refers to written documents or content that are used for communication or education purposes. Materials Written does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. References:

* <https://www.salesforce.com/products/sales-cloud/overview/>

* <https://www.salesforce.com/products/marketing-cloud/overview/>

* <https://www.salesforce.com/products/commerce-cloud/ecommerce/order-management/>

NEW QUESTION # 58

A company plans to build a new B2C Commerce storefront for a popular segment of products that generate high-volume sales. Their team is evaluating whether B2C Commerce is the right platform to build this storefront, and they are specifically concerned about how quotas and limits directly impact the efficiency and stability of solutions built on the platform.

Which two considerations should a Solution Architect keep in mind when considering B2C Commerce Governance and Quotas?

Choose 2 answers

- **A. Object quotas status is updated with an up to 20-minute delay. Therefore, a Solution Architect must consider this delay when performing calculations related to traffic and limits.**
- B. For sandbox instances, quotas can be softened by exporting them from a production instance and importing them onto a sandbox instance. This approach lets Solution Architects match the development environment to the production environment.
- C. Unless a site is experiencing performance issues, the Solution Architect can assume that quota violations have not occurred.
- **D. If an enforced quota is exceeded, an exception is thrown, which prevents the current operation from completing. The Solution Architect should design the solution so that the exception can be caught within a customization.**

Answer: A,D

Explanation:

B2C Commerce Governance and Quotas are a set of rules and limits that apply to B2C Commerce instances to ensure the efficiency and stability of solutions built on the platform. The following considerations should be kept in mind when considering B2C Commerce Governance and Quotas:

* Object quotas status is updated with an up to 20-minute delay. Therefore, a Solution Architect must consider this delay when performing calculations related to traffic and limits. Object quotas are limits on the number of objects that can be created or stored in B2C Commerce, such as products, categories, customers, orders, etc. The object quotas status shows the current usage and remaining capacity of each object quota. However, the status is not updated in real time, but with an up to 20-minute delay. This means that the Solution Architect should account for this delay when estimating the traffic and limits for each object quota.

* If an enforced quota is exceeded, an exception is thrown, which prevents the current operation from completing. The Solution Architect should design the solution so that the exception can be caught within a customization. Enforced quotas are quotas that are strictly enforced by B2C Commerce and cannot be exceeded or changed by customers. Examples of enforced quotas are API calls per hour, script execution time, cache size, etc. If an enforced quota is exceeded, B2C Commerce throws an exception that stops the current operation from completing. This can result in errors or failures in the storefront or backend processes. The Solution Architect should design the solution so that the exception can be caught within a customization and handled gracefully.

Option B is incorrect because sandbox quotas cannot be softened by exporting them from a production instance and importing them onto a sandbox instance. Sandbox quotas are fixed and cannot be changed by customers. Option C is incorrect because the Solution Architect cannot assume that quota violations have not occurred unless a site is experiencing performance issues. Quota violations can occur without affecting the site performance, but they can still cause errors or failures in certain operations or processes. References:

* <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/Governance/GovernanceOverview.html>

* <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/Governance/ObjectQuotas.html>

* <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/Governance/EnforcedQuotas.html>

NEW QUESTION # 59

A company recently launched their ecommerce sites for three countries: Australia, New Zealand, and Singapore. The company is now looking to set up marketing automations using Marketing Cloud.

Their B2C Commerce is configured with two realms: ANZ and SE Asia. Each country has a site within their respective realm: Australia and New Zealand sites are within ANZ and Singapore is within SE Asia.

Which account hierarchy should a Solution Architect recommend for the Marketing Cloud set up?

- **A. Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm**
- B. Use a single Marketing cloud tenant and map business units to each realm
- C. Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm
- D. Use a separate Marketing Cloud tenant for each site

Answer: A

Explanation:

Marketing Cloud account hierarchy is the way of organizing Marketing Cloud accounts and business units to support different business needs and use cases. A Marketing Cloud tenant is a top-level account that contains one or more business units. A business unit is a sub-account that can have its own data, content, users, and permissions. To set up Marketing Cloud account hierarchy for a company that has ecommerce sites for three countries: Australia, New Zealand, and Singapore, a Solution Architect should recommend the following:

* Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm. This option allows the company to have a centralized account that can manage all the sites across different countries and regions. It also allows the company to have separate business units for each site that can have their own data, content, users, and permissions. This way, the company can maintain consistency and compliance across all

the sites, while also enabling personalization and segmentation for each site.

Option A is incorrect because using a separate Marketing Cloud tenant for each site is not necessary or advisable. It would create complexity and inefficiency in managing multiple accounts and duplicating data and content across them. It would also increase the cost and maintenance of the solution. Option B is incorrect because using a separate Marketing Cloud tenant for each realm and mapping business units to sites within each realm is not optimal or scalable. It would create inconsistency and fragmentation between the realms and limit the ability to share data and content across them. It would also increase the cost and maintenance of the solution. Option D is incorrect because using a single Marketing Cloud tenant and mapping business units to each realm is not sufficient or flexible. It would not allow the company to have separate data, content, users, and permissions for each site within a realm. It would also limit the ability to personalize and segment for each site. References:

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

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

NEW QUESTION # 60

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. 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.
- C. 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.
- 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,B

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)

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

NEW QUESTION # 61

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