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

NEW QUESTION # 76
A company wants to use Marketing Cloud to send customer electronic receipts that originate from its point of sale (POS) system. The company has a need for the receipt to be sent no more than 10 minutes after purchase and would like to track all email sends that are being placed to that customer, The Marketing Cloud Contact Key should be the Service Cloud Contact ID.
What solution should a Solution Architect recommend to achieve this need?

- A. Make an API call from the POS to Service Cloud to retrieve the Service Cloud Contact ID. If the customer does not exist, submit a POST to Service Cloud to create the Contact ID, then send the Contact ID to Marketing Cloud via an API to

send the electronic receipt.
- B. Make an API call from the POS to Marketing Cloud to send the electronic receipt and then call Service Cloud to add the customer if they do not exist. Use an automation in Marketing Cloud nightly to remove any duplicate contacts that may be introduced with Marketing Cloud Connect.
- C. Make an API call from the POS to Marketing Cloud te send the electronic receipt. No call is required to Service Cloud to fetch the Contact IO as this information is already available at the POS.
- D. Make an API call from the POS to Service Cloud to add the customer if they do not exist; leverage a custom object to send details to Marketing Cloud via Marketing Cloud Connect and synchronized data sources to send the electronic receipt.

Answer: C

Explanation:
This solution allows the company to send the electronic receipt in near real time using the Marketing Cloud Transactional Messaging API, which can handle high-volume and time-sensitive messages. The POS system already has the Service Cloud Contact ID for the customer, so there is no need to make an extra API call to Service Cloud to fetch it. The Service Cloud Contact ID can be passed as the Marketing Cloud Contact Key to ensure data consistency across the systems. References:
https://developer.salesforce.com/docs/commerce/sfra
/marketing-cloud/transactional-messaging-api https://help.salesforce.com/s/articleView?id=sf.
mc_co_subscriber_key_migration.htm&type=5

NEW QUESTION # 77
Universal Containers (UC) is sending Invoice data from an external ERP system into their Salesforce org.
Management is worried about data storage in their org, and after some analyses, they have identified the ERP Invoice records responsible for over 40% of the data storage. Their current business process does not require a Salesforce user to edit these records, so they can be read-only.
What recommendation should a Solution Architect make in order to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce?

- A. Use Change Data Capture to sync Invoice records
- B. Use Salesforce Connect/External Objects (with custom Apex adapters)
- C. Build a custom solution to view the ERP Invoice records in Salesforce
- D. Use Platform Events to sync Invoice record changes

Answer: B

Explanation:
This answer is correct because it is a way to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce. Salesforce Connect/External Objects can be used to display external data in Salesforce without copying or storing it. Custom Apex adapters can be used to connect to any external system that has a web service API, such as an ERP system. References: https://help.salesforce.com/s
/articleView?id=sf.datacloud_connect.htm&type=5 https://developer.salesforce.com/docs/atlas.en-us.
apexcode.meta/apexcode/apex_connector_intro.htm

NEW QUESTION # 78
As part of a digital transformation initiative. Universal Containers (UC) wants to start a new project to implement Salesforce Platform, Marketing Cloud, and B2C Commerce. They have mapped the requirements and captured the user stories, including non-functional requirements. Almost all requirements touch all three clouds.
UC wants to go-live with all functionality in three years, but the executive team would like to see the benefits and return on investment sooner than that.
What should the Solution Architect recommend in order to align with the executive team's request7

- A. Reduce the overall timeline by removing most non-functional requirements around reliability and performance.
- B. Go-live with Sales and Service cloud functionality first, followed by Marketing Cloud, and then B2C Commerce.
- C. Build and test the functionality across all clouds at once and deploy to production at the end of the three years.
- D. A multi-phased approach with functionality across all clouds delivered to production in each phase.

Answer: D

Explanation:

This answer is correct because it aligns with the executive team's request to see the benefits and return on investment sooner than three years. A multi-phased approach allows for incremental delivery of functionality across all clouds, which can provide value to the business and customers faster and more frequently.
References: https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process

NEW QUESTION # 79

Northern Trail Outfitters (NTO) recently implemented the Service Cloud Connector between B2C Commerce and Service Cloud. They released a new feature that allows customers to add their favorite National Park to their profile. After an attempt to help a customer, a service agent informs the Director of IT that they cannot see or update the new National Park value on the profile in the Service Cloud console.

What should the Solution Architect keep in mind to avoid data exchange issues after implementation?

- A. Check that the nationalParks value was added to the Profile Custom Object in B2C Commerce
- B. Check that the nationalParks value is defined in the json of the B2C Commerce Customer Data API
- C. Check the fieldMapping custom settings in Service Cloud to confirm the nationalParks attribute was mapped from the Commerce Profile to the Service Contact
- D. Check the field-level security for nationalParks is set to read only

Answer: C

Explanation:
The fieldMapping custom settings in Service Cloud define how the attributes from the Commerce Profile are mapped to the fields on the Service Contact. If the nationalParks attribute was not mapped, then the service agent would not be able to see or update it in the Service Cloud console. References: https://help.salesforce.
com/s/articleView?id=sf.b2c_service_cloud_connector_field_mapping.htm&type=5

NEW QUESTION # 80

A Marketing team plans to support the launch of a new product line. In discussion with the Sales and IT teams, the Marketing team proposed introducing a leads-management process, along with a web-to-lead form for the landing page that supports the product launch.
The leads captured using the form are added to the new nurturing journey in Marketing Cloud and subsequently routed to the relevant sales team once they qualify at a certain threshold.
What are two implications that a Solution Architect should consider prior to implementing this solution?
Choose 2 answers

- A. Need for additional handling of consent, preferences, and compliance for converted leads in Marketing Cloud
- B. Leads can have detrimental impact on quality of contact records in Sales Cloud
- C. Leads are unique contact records in Marketing Cloud
- D. Engagement history from the lead record will be natively available for contact record in Marketing Cloud

Answer: A,B

Explanation:
Introducing a leads-management process and a web-to-lead form can have implications for consent, preferences, and compliance for converted leads in Marketing Cloud. For example, if a lead opts out of email communication in Sales Cloud, this preference should be reflected in Marketing Cloud as well. Similarly, if a lead is converted to a contact in Sales Cloud, the corresponding subscriber record in Marketing Cloud should be updated with the new ID and status. Leads can also have a detrimental impact on the quality of contact records in Sales Cloud if they are not properly deduplicated, validated, and enriched. For example, if a lead is created with an invalid or duplicate email address, this can affect the deliverability and personalization of email messages in Marketing Cloud. References:
* https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_best_practices.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.mc_co_web_to_lead.htm&type=5

NEW QUESTION # 81

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