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Salesforce Certified B2C Commerce Architect Sample Questions (Q30-Q35):

NEW QUESTION # 30

Northern Trail Outfitters (NTO) operate 200 physical stores. NTO has products that are available in some of the physical stores and not available in others. The closest physical store is determined based on customer's post zip code when they are shopping online. Only the products that are available in the customer's closest physical store should be presented to the customer to the search results.

What are the two feasible technical approaches to meet these requirements?

Choose 2 answers

- A. Create a separate shipping method per physical store. Use post/zip code to determine the applicable shipping method. Show only the products that are not excluded from the shipping method.
- **B. Create a separate pricebook per physical store. Use post/zip code to activate this pricebook through a customer group. Show only the products with price by applying price refinement.**
- C. Create a separate site per physical store. Use post/zip code to redirect the customer to the relevant site. Show the products from the site navigation catalog.
- **D. Create a separate category per physical store use post/Zip code with a mapping to determine the relevant category. Show only the products from this category.**

Answer: B,D

Explanation:

For Northern Trail Outfitters to ensure that only products available in a customer's closest physical store are shown:

* Option B is effective because it organizes inventory by store-specific categories, which can then be dynamically linked to a customer's location via their postal/zip code. This allows the system to filter search results based on the relevant category that corresponds to the closest store.

* Option D leverages separate pricebooks that are specific to each store, enabling product availability to be managed through price refinements. This method also uses the customer's zip code to activate the appropriate pricebook, ensuring that only products priced (and thus available) in the nearest store are displayed.

Both methods are scalable and integrate seamlessly with the existing infrastructure of the Salesforce B2C Commerce platform.

NEW QUESTION # 31

A B2C Commerce developer has recently completed a tax service link cartridge integration into a new SHU site. During review, the Architect notices the basket calculation hook is being run multiple times during a single tax call.

What is the reason for the duplicate calculations being run?

- A. The checkout is designed to recursively refer to the same hook.
- B. The LINK cartridge is included multiple times in the cartridge path.
- **C. There are multiple hook.js files referring to the same hook.**
- D. The tax call is being called multiple times.

Answer: C

Explanation:

If multiple hook.js files are referring to the same basket calculation hook within a LINK cartridge integration, it could lead to the hook being executed multiple times during a single tax call. This often occurs due to redundancy in the integration, where multiple scripts are set to trigger the same function, inadvertently causing duplicate calculations. It's essential to ensure that only one script is responsible for invoking specific hooks to prevent this kind of redundancy and inefficiency in the system.

NEW QUESTION # 32

The Client has just acquired a new brand and wants to integrate the new brand's current e-commerce site into a current realm as a new site. The acquisition has its own Enterprise Resource Planning (ERP) system for product data and inventory. The new site will use the existing realm's Order Management System (OMS) and Customer Relationship Management (CRM) system.

What two requirements does the Architect need to keep in mind when creating the technical specification document?

Choose 2 answers

- **A. A new inventory Import Job must be created to manage inventory.**
- B. A new order export job must be created to export orders.
- **C. A new product Import Job must be created to manage products.**
- D. A new customer export Job must be created to export customers.

Answer: A,C

Explanation:

When integrating a new brand's e-commerce site into an existing realm, the architect needs to ensure that product data and inventory from the new brand's Enterprise Resource Planning (ERP) system are correctly managed within the realm. Therefore, creating new import jobs for products (Answer B) and inventory (Answer C) is essential. These import jobs will facilitate the synchronization of

the new brand's product catalog and inventory levels with the existing Order Management System (OMS) and Customer Relationship Management (CRM) systems of the realm. Such integration is crucial for maintaining up-to-date product and inventory information across the systems, ensuring seamless operations and data consistency.

NEW QUESTION # 33

The following promotions are configured with no exclusivity (can be combined with any other promotion) in a 1-month campaign:

- * Free correct- in-store shipping
- * 20% accessories products discount, applies for all customers
- * \$5 off coupon based discount, sent to a selected group of customers

The combination of above promotions allows customers to get 16 socks for free in store. This was unintended, and the Client is considering disabling the coupon. The Client is concerned about a potential spike in the number of Call Center calls from customers who had the coupon code added to their baskets before it was disabled. As basket lifetime is set to 30 days for all customers, this can continue for the full length of the campaign.

What solutions should the Architect suggest to keep the Call Center calls to a minimum?

- A. Disable the coupon code. Restart the production instance from control Center to clear existing baskets.
- **B. Disable the coupon code. Reduce the basket lifetime in Business Manager to expire some of the existing baskets**
- C. Disable the coupon code. Email all the customers to not use the coupon code in their baskets.
- D. Disable the coupon code. Clear the production cache from the Business Manager to clear existing baskets.

Answer: B

Explanation:

Reducing the basket lifetime is a strategic approach to minimizing the impact of disabling a promotional coupon. This action will cause baskets that may still contain the now-disabled coupon to expire sooner, thereby reducing the potential volume of calls to the Call Center from customers inquiring about the coupon.

This method also avoids the drastic measure of clearing all existing baskets or restarting the production instance, which could disrupt user experience and lead to further customer dissatisfaction.

NEW QUESTION # 34

The Client wants to have a flash sale on a few products every day. These products are sold through B2C Commerce as well as an in-store Point of Sale system that is tied to the same inventory.

An Architect analyzes the following proposed solution:

Inventory feed will continue to run daily but add a web-service call to compare and update B2C Commerce inventory in real time during checkout after a flash product's inventory reaches a threshold.

Which two risks should the Architect communicate to the Client about this solution?

Choose 2 answers

- A. Because the job would still be configured to run daily there will be a degrade in performance during non-flash sales periods
- **B. If the external hosted web-service is unreliable, it could be a point of failure in the site's order placement flow.**
- C. If the product inventory threshold that triggers the web service calls is reached too often, it will have a negative impact on site performance.
- **D. The default rate limiter configuration for the web-service could cause the web-service to return an exception during high traffic.**

Answer: B,D

Explanation:

The risks associated with the proposed real-time inventory update solution during flash sales are:

* Option A (The default rate limiter configuration for the web-service could cause the web-service to return an exception during high traffic): This is a critical risk because high traffic during flash sales could exceed the rate limits set for the web-service, leading to exceptions and potentially failing to update inventory in real-time.

* Option B (If the external hosted web-service is unreliable, it could be a point of failure in the site's order placement flow): Reliance on an external web-service for crucial operations like inventory updates introduces a risk of downtime or performance issues if the service is unreliable, directly impacting the ability to complete orders during peak sales periods.

Both risks could severely disrupt operations during critical sales events, suggesting a need for robust contingency plans and potentially reevaluating the solution architecture to ensure reliability.

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