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## Salesforce Certified B2C Solution Architect Sample Questions (Q87-Q92):

### NEW QUESTION # 87

A global pharmaceutical company wants to roll-out online shopping for customers in multiple countries and needs a quick return on investment (ROI). The company is considering how to market products from prenatal vitamins to drug therapies that improve neonatal outcomes.

Each country has its own regulations around marketing and online sales. Some countries may not allow marketing to Individuals, but will allow marketing to healthcare providers and have different regulations for various channels and touchpoints. In some countries,

they are allowed to use curated social content for product ratings and discussions. In addition, branding is uniquely defined in each country so the company would like to combine e-commerce with existing content management systems. What strategy should a Solution Architect recommend to solve these needs?

- A. Multi-org approach with Service Cloud, LINK cartridges and translation workbench, and Partner and Customer Communities.
- B. Multi-org approach with Partner and Customer Communities, B2C Commerce, Heroku, and MuleSoft for SFKA-style development.
- C. B2C Commerce, Marketing Cloud, and Experience Builder with multi-Currency and translation workbench.
- **D. Headless B2C Commerce. LINK cartridges. SFRA-style development with Heroku and MuleSoft.**

**Answer: D**

Explanation:

A headless B2C Commerce approach can help solve the needs by decoupling the front-end presentation layer from the back-end commerce functionality. This can allow the company to leverage their existing content management systems and deliver consistent branding across different countries. LINK cartridges can help integrate B2C Commerce with third-party systems and services, such as payment providers, tax calculators, or social media platforms. SFRA-style development can help create a responsive and customizable storefront that follows best practices and standards. Heroku and MuleSoft can help build and connect custom applications and APIs that support the complex business logic and data flows required by the global pharmaceutical company.

References:

- \* [https://help.salesforce.com/s/articleView?id=sf.b2c\\_commerce\\_headless.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_headless.htm&type=5)
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- \* <https://www.salesforce.com/products/platform/overview/>
- \* <https://www.mulesoft.com/platform/enterprise-integration>

#### NEW QUESTION # 88

A company uses a Salesforce solution to sell one-off products and subscription-based products to its customers. However, the company wants to let customers save their payment details when buying products online using credit cards, in order to facilitate a one-click ordering mechanism as well as an automatic payment for subscription-based item renewals.

What should a Solution Architect recommend to store payment information while still maintaining security and compliance?

- A. Hash and store the payment card details.
- **B. Store a tokenized value for the payment card.**
- C. Store raw payment card details on the customer's profile.
- D. Store Base64 encoded payment card details.

**Answer: B**

Explanation:

This answer is correct because it is a way to store payment information while still maintaining security and compliance. A tokenized payment card is a method that replaces sensitive card data with a unique identifier or token that cannot be mathematically reversed. The actual card data is stored in a secure vault by a payment processor or gateway. This way, the company can facilitate one-click ordering and automatic payment without exposing or storing the actual card data. References:

[https://help.salesforce.com/s/articleView?id=sf.b2c\\_commerce\\_payment\\_processing.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_payment_processing.htm&type=5)

#### NEW QUESTION # 89

An organization is considering using the Lead object in Sales Cloud to track customers who have signed up for their newsletter. The goal is to add these customers to a Marketing Cloud nurture campaign. Once they make a purchase, the suggested design is to convert the Lead to a Contact record and associate the resulting Contact with a Marketing Cloud Subscriber.

What recommendation should a Solution Architect make to avoid implementation challenges?

- A. Delete the Marketing Cloud Contact associated with the Lead object after conversion.
- B. Avoid using the Lead object by creating Contacts with different Record Types for prospects.
- C. Add prospects who have not created an account or made a purchase to Marketing Cloud directly without creating a Lead.
- **D. Ensure that the Marketing Cloud Contact associated with the Lead is updated to reference the Contact after conversion.**

**Answer: D**

Explanation:

This option ensures that the Marketing Cloud Contact is linked to the correct Salesforce record after the Lead is converted to a Contact, and that the contact utilization is not affected by duplicate records. The other options can result in data loss, inconsistent reporting, or unnecessary complexity.

#### NEW QUESTION # 90

A company uses B2C Commerce to capture customer orders and then uses an ETL tool to send the orders to an ERP system for processing. The company also uses Service Cloud and would like to display the processed orders in that system as well, in case their service reps need to refer to an order. However, the order data itself does not need to be copied.

Which tool can a Solution Architect use to meet this requirement?

- A. Batch Data Synchronization
- B. Remote Process Invocation
- C. Salesforce Connect
- D. Streaming API

**Answer: C**

Explanation:

This answer is correct because Salesforce Connect can be used to display external data in Salesforce without copying or storing it. Salesforce Connect uses external objects to access data from an external system via an adapter. This way, the order data from the ERP system can be displayed in Service Cloud as read-only records without consuming additional storage space. References:

[https://help.salesforce.com/s/articleView?id=sf.datacloud\\_connect.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.datacloud_connect.htm&type=5)

#### NEW QUESTION # 91

An organization operating more than 20 beauty, personal care, and health brands wants to move from its on- premise CRM system to Service Cloud and Marketing Cloud. Because a customer's privacy and marketing preferences can vary based on the brand, the organization needs to track those preferences to run consent- based marketing campaigns.

Which consideration should a Solution Architect keep in mind with respect to consent preferences in Marketing Cloud with the consent data model?

- A. When a subscriber unsubscribes without following the unsubscribe link provided in the message, the unsubscribe request is sent to Marketing Cloud directly and synchronized to the Salesforce Consent Data Model through Marketing Cloud Connect.
- B. When multiple brands are operated in a single org, the native relationship between Business, Brand, and Contact object helps distinguish privacy and consent preferences that vary between different brands.
- C. Global consent governs all-or-nothing consent settings that should be managed on the Contact object to follow cross-cloud data strategy best practice using the contact ID as the primary key in Marketing Cloud.
- D. A separate contact is required for each brand where consent is independently managed; the total count of contacts in Marketing Cloud can be larger than the number of individual customers.

**Answer: D**

Explanation:

This answer is correct because the consent data model in Marketing Cloud allows for multiple contacts per individual customer, each with their own consent preferences for different brands. This enables consent-based marketing campaigns across multiple brands in a single org. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_cab\\_consent.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_cab_consent.htm&type=5)

#### NEW QUESTION # 92

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