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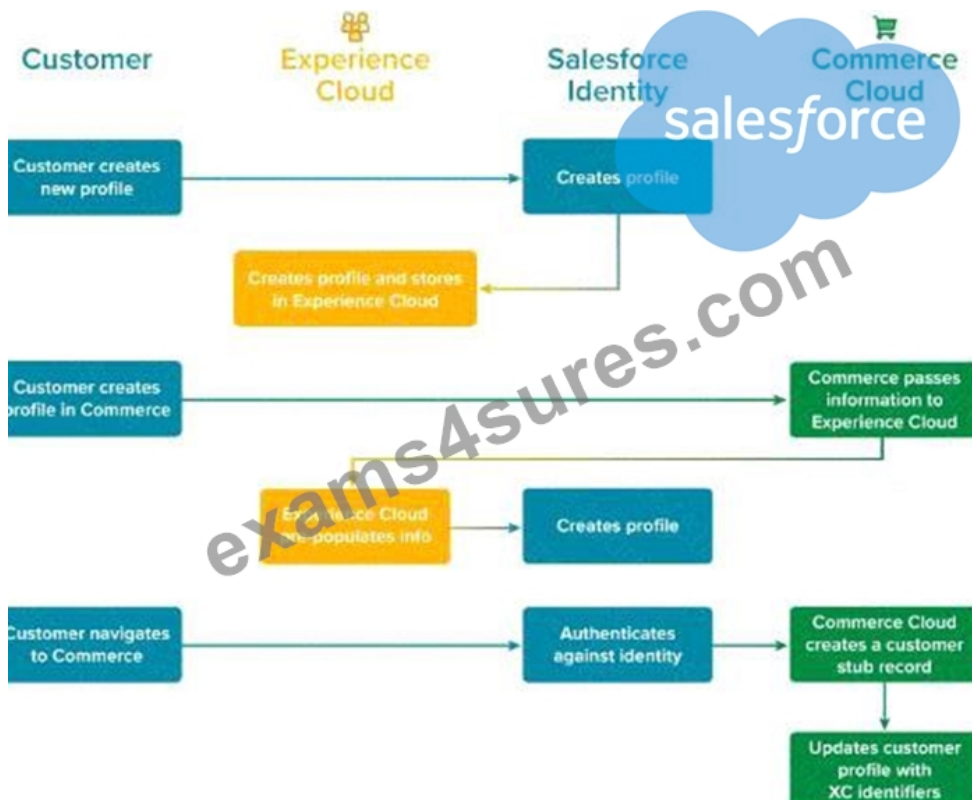
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Salesforce Certified B2C Solution Architect Sample Questions (Q115-Q120):

NEW QUESTION # 115

Refer to the exhibit.



A beauty brand is planning to re-platform their existing website onto B2C Commerce. As part of the re- platform they will create a new social community where beauty insiders can view how-to videos, share tips, and favorite products. As part of the overall solution, the beauty brand is going to implement 82C Commerce, Experience Cloud, and Salesforce Identity.

Each beauty insider can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses.

Which application should a Solution Architect recommend to set up the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data?

- A. Service Cloud
- B. Experience Cloud
- C. B2C Commerce
- D. Salesforce Identity

Answer: C

Explanation:

* Option D is correct because B2C Commerce should be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. B2C Commerce is the first point of contact for customers who register an account before making their first purchase, and it can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses. B2C Commerce can also integrate with Experience Cloud and Salesforce Identity to provide a consistent and secure user experience across the social community and the ecommerce site.

* Option A is incorrect because Salesforce Identity should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data.

Salesforce Identity is mainly used for authentication and identity management purposes, not for storing and updating customer profile and commerce information. Salesforce Identity can also integrate with Experience Cloud and B2C Commerce to provide a single sign-on (SSO) experience for customers across the social community and the ecommerce site.

* Option B is incorrect because Address book should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Address book is not a system or an application, but rather a feature or a data element that can be stored and updated in B2C Commerce or other Salesforce clouds.

* Option C is incorrect because Wishlist should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Wishlist is not a system or an application, but rather a feature or a data element that can be stored and updated in B2C Commerce or other Salesforce clouds.

References:

- * [Get Started with B2C Solution Architect Cert Prep - Trailhead]
- * [Certification - B2C Solution Architect - Trailhead]
- * B2C Solution Architect Certification Guide | Salesforce Ben

NEW QUESTION # 116

Northern Trail Outfitters (NTO) hosts a customer care portal using Service Cloud. The portal uses Marketing Cloud for customer interaction for a number of use cases, including customer sign-up and updates on toggled cases. NTO has decided that the connectors provided by Salesforce are not

flexible enough for their needs, so they would like to explore a programmatic approach for doing so.

Which two considerations should a Solution Architect point out to NTO as it moves forward to integrate the Service Cloud portal with Marketing Cloud for customer interaction? Choose 2 answers

- A. The Marketing REST API calls are asynchronous, with timeout values of 120 for non-tracking operations and 300 seconds for tracking and data retrieve operations.
- B. The Marketing REST API uses XML request and response bodies and resource endpoints to support multi-channel use.
- C. NTO can use Marketing Cloud REST API for integrating with Service Cloud.
- D. NTO can use Marketing Cloud SOAP API for integrating with Service Cloud.

Answer: C,D

Explanation:

Marketing Cloud provides both REST and SOAP APIs for integrating with other systems, including Service Cloud. Both APIs can be used to perform various operations such as creating, updating, or deleting data objects, triggering messages, retrieving tracking data, and more. The REST API uses JSON request and response bodies, while the SOAP API uses XML request and response bodies. The choice of API depends on the use case, preference, and compatibility of the systems involved. References:

* <https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm>

* <https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-getting-started.meta/mc-getting-started/get-started-with-marketing-cloud-apis.htm>

NEW QUESTION # 117

Northern Trail Outfitters (NTO) is releasing a new "Track-My-Hike" feature to their mobile app that allows users to track their hiking paths and distance as well as send emergency alerts in case they do not respond for a specific period.

This data is stored and visible from both the mobile app and on their profile in the web store. They expect up to 10,000 users to use this feature per month, with data points being tracked every minute over the average hiking period of 8 hours. 3 Which solution is appropriate for hosting this kind of data?

- A. B2C Commerce solution using Custom Objects
- B. Custom solution using Heroku and Postgres
- C. Service Cloud solution using Platform Events
- D. Service Cloud solution using Big Objects

Answer: B

Explanation:

Heroku is a cloud platform that allows developers to build, run, and scale applications using various languages and frameworks. Postgres is a relational database that can store large amounts of structured data. A custom solution using Heroku and Postgres can handle the high volume and frequency of data points generated by the "Track-My-Hike" feature, as well as provide scalability and flexibility for future enhancements. References:

<https://www.heroku.com/home> <https://www.postgresql.org/>

NEW QUESTION # 118

A company wants to migrate their existing in-house order management solution to the Salesforce Order Management product, which will trigger post-purchase transactional emails through Marketing Cloud. They are already using B2C Commerce, Service Cloud, and Marketing Cloud, as well as the B2C Commerce - Service Cloud Connector and Marketing Cloud Connect.

What are three actions that a Solution Architect must take when planning and deploying this solution? Choose 3 answers

- A. Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector.
- B. Integrate Salesforce Order Management to B2C Commerce for order history and user self service.
- C. Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios.
- D. Migrate subscriber keys in Marketing Cloud to a new Order Management customer identifier.
- E. Replace the Service Cloud Connector with an Order Management Connector for B2C Commerce.

Answer: A,B,C

Explanation:

Salesforce Order Management is a product that allows managing orders across different channels and systems. To migrate the existing in-house order management solution to the Salesforce Order Management product, the following actions should be taken:

* Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios. Data extensions are tables that store data in Marketing Cloud, and triggered sends are email messages that are sent automatically based on an external event. Data extensions and triggered sends can be used to store order data and send order confirmation, shipment notification, or cancellation emails to customers.

* Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector. The Service Cloud Connector is a cartridge that enables integration between B2C Commerce and Service Cloud. The Order Management Connector is a cartridge that enables integration between B2C Commerce and Salesforce Order Management. Some features of the Service Cloud Connector, such as order history or order cancellation, may conflict with the Order Management Connector, so they should be removed or disabled.

* Integrate Salesforce Order Management to B2C Commerce for order history and user self service. This integration allows customers to view their order history and status, track their shipments, cancel their orders, or initiate returns on the B2C Commerce storefront. This integration also allows

agents to view and manage orders in Service Cloud.

Option D is incorrect because migrating subscriber keys in Marketing Cloud to a new Order Management customer identifier is not necessary or recommended. Option E is incorrect because replacing the Service Cloud Connector with an Order Management Connector for B2C Commerce is not possible or advisable.

References:

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

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

*

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/OrderManagement/OrderManagementOverview.html>

*

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/OrderManagement/OrderManagementConnector.html>

NEW QUESTION # 119

A merchant has a requirement to engage customers with a series of promotional messaging including a coupon offer generated in B2C Commerce.

Reminder emails are sent to those customers who have not redeemed the coupon 10 and 2 days before its expiration.

Which three elements are required to support this scenario?

Choose 3 answers

- **A. 82C Commerce storefront**
- B. Service Cloud for support of coupons and redemption management
- **C. Marketing Cloud Installed Package**
- **D. B2C Commerce cartridge to call Marketing Cloud APIs**
- E. Marketing Cloud Connect for Service to Marketing Cloud

Answer: A,C,D

Explanation:

To enable the scenario of sending promotional emails with coupon offers generated in B2C Commerce, the following elements are required:

* A B2C Commerce cartridge to call Marketing Cloud APIs, such as the Transactional Messaging API, to trigger the email journey and pass the coupon code as a data attribute.

* A Marketing Cloud Installed Package to create an API integration between B2C Commerce and Marketing Cloud and provide authentication credentials and permissions.

* A B2C Commerce storefront to generate and manage the coupon codes and redemption logic.

References: <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api>

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/content/b2c_commerce/topics/promotions/b2c_coupon_codes.html

NEW QUESTION # 120

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