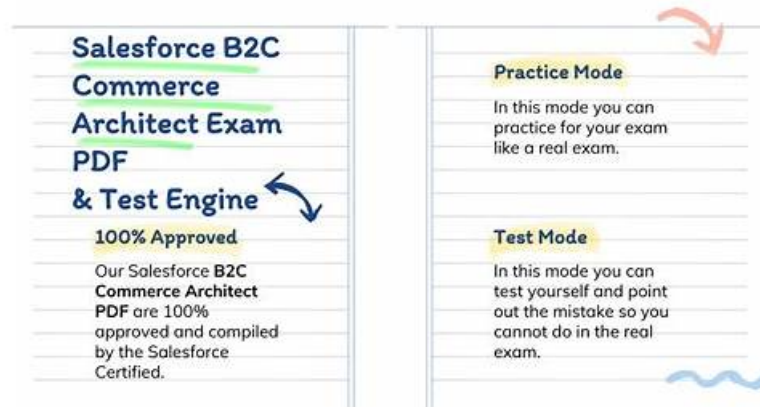


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## Salesforce Certified B2C Commerce Architect Sample Questions (Q43-Q48):

### NEW QUESTION # 43

A company uses Salesforce to store accounts and contacts. All users have switched to the Lightning Experience user interface. The Account Hierarchy feature is used extensively to relate companies to their subsidiaries. A Solution Architect finds that the data migration process is creating duplicate contacts with different primary accounts.

Which two options can the Solution Architect use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company?

Choose 2 answers

- A. Third-party application or AppExchange tool
- B. Lightning Data Services
- C. Customer 360 Data Manager
- D. Duplicate Matching Rules

**Answer: C**

#### NEW QUESTION # 44

Northern Trail Outfitters (NTO) wants to migrate its online shop from a custom ecommerce platform to B2C Commerce. NTO needs to migrate several thousands of customer records profile information, address book). NTO can provide a B2C Commerce feed. It is currently using SHA-256 as an encryption mechanism for the customer passwords.

What approach can the Architect propose?

- **A. Import the customer records, with the hashed password as a custom attribute, and during the login compare the entered password with the hashed password and save it in the password field.**
- B. Import the customer records, excluding the password field, and B2C Commerce will automatically require a password reset the first time a customer logs in to the storefront.
- C. Import the customer records, including the hashed password, as B2C Commerce supports SHA-256, and they will be able to login with their existing password.
- D. Do not import customer records and ask customers to create new accounts the first time they try to log in to the B2C Commerce storefront.

**Answer: A**

#### NEW QUESTION # 45

The Client has requested an Architect's help in documenting the architectural approach to a new home page. The requirements provided by the business are:

- \* Multiple areas of static image content, some may need text shown at well
- \* The content page must be Realizable
- \* A carousel of featured products must be shown below a banner
- \* Recommended categories will be featured based on the time of year

Which two solutions would fulfil these requirements?

Choose 2 answers

- A. Leverage B2C Commerce locales in Business Manager
- **B. Leverage B2C Commerce Page Designer with a dynamic layout.**
- **C. Leverage B2C Commerce content slots and assets**
- D. Leverage B2C Commerce Content Management Service

**Answer: B,C**

Explanation:

To fulfill the requirements of having multiple static image content areas, a carousel of featured products, and dynamic content adjustments based on the time of year:

Option C (Leverage B2C Commerce content slots and assets): This solution allows for dynamic content management where different assets and slots can be used to manage and display static images, text overlays, and other content variations effectively.

Option D (Leverage B2C Commerce Page Designer with a dynamic layout): Using the Page Designer with a dynamic layout enables the easy assembly of complex page designs, including carousels and responsive elements that adjust based on viewing device or other criteria like time of year. This tool provides the flexibility required for real-time customization and resizability of page elements. These solutions provide robust and flexible management of site content that meets the business's needs for a visually engaging and adaptable homepage.

#### NEW QUESTION # 46

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

Management Connector.

- E. Migrate subscriber keys in Marketing Cloud to a new Order Management customer identifier.

Answer: A,D,E

#### NEW QUESTION # 47

Your project has 4 storefronts for different branches. Everyday at 4.00 am runs a job to import inventories, master catalog and storefronts for each of those sites. You're in charge of job configuration, given this information what should be the best approach to achieve it?

- A. None of these answers are correct
- B. 2 flows needed. First one to import master catalog with organization scope and in parallel import storefronts with site scope and second flow to import the inventory with organization scope.
- C. 3 flows are needed. First master catalog with organization scope. Second flow is to import storefront catalogs with site scope and last to import inventory with organization scope.
- D. First flow with organization scope to import master catalog, another flow with 4 steps to import each storefront catalog with site scope and in parallel inventory import with organization scope.

Answer: D

#### NEW QUESTION # 48

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