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ARCH 302
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ARCH 302
LECTURE SERIES

Erhan Karaesmen (Emeritus Dr., Civ. Eng., METU)
Earthquake: Before and Afterwards
March 6th, 10:40 am

Ahmet Türer (Prof. Dr., Civ. Eng., METU)
Earthquakes and Advantages of Wooden Houses
March 7th, 10:40 am

Cengiz Özmen (Assoc. Prof. Dr., Arch., Çankaya University)
An Architectural Journey Through the Realities and Myths of Seismic Design in Turkey
March 13th, 10:40 am

Deniz Üçer Erduran (Inst. Dr., Arch., Bilkent University)
A Review of the Book 'Structure Systems' by Heino Engel - 1997
March 13th, 11:40 am

Acil Tasarım Stüdyosu (METU)
Urgent Design Studio Works
March 14th, 10:40 am

Meltem Şenol Balaban (Assoc. Prof. Dr., CRP, METU)
Kahramanmaraş Earthquakes and Resilient Cities
March 14th, 11:40 am

Sibel Yıldırım Esen (Assist. Prof. Dr., Arch., METU)
Cultural Heritage, Disasters, and Resilience
March 20th, 11:00 am

Yavuz Özkaya (Architect, Conservation Specialist)
Neriman Şahin Güçhan (Prof. Dr., Arch., METU)
Design of Commagene Cultural Center in Adyaman and Visitor Welcome Centers at Nine Archeological Sites around Nemrut Mound, and Commagene Nemrut Management Plan
March 21th, 10:40 am

Ali İhsan Ünay (Prof. Dr., Arch., Gazi University)
Structural Form Sprouting (Emerging) in Architecture under the Threat of Disaster
March 21th, 11:40 am

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

NEW QUESTION # 115

Northern Trail Outfitters (NTO) wants to bring data from custom objects from its Salesforce Customer Success Platform into the Marketing Cloud account. NTO aims for a personalization of the customer journey with up-to-date information and using dynamic content from multiple sources.

How can a Solution Architect ensure the expected data is available within the Marketing Cloud?

- A. Use Marketing Cloud Connect to fetch the expected data using APIs at send time.
- B. Install and configure Distributed Marketing to make content accessible.
- C. Implement a custom integration between Marketing Cloud and the Customer Success Platform.
- **D. Utilize Synchronized Data Sources within Marketing Cloud.**

Answer: D

Explanation:

Synchronized Data Sources are a feature that allows accessing and integrating data from Sales Cloud or Service Cloud into Marketing Cloud for use in marketing activities. Synchronized Data Sources can help automate the data synchronization process and ensure that data is consistent and up-to-date across different Salesforce platforms. To ensure the expected data is available within Marketing Cloud, a Solution Architect should utilize Synchronized Data Sources within Marketing Cloud.

NEW QUESTION # 116

Universal Containers (UC) is in the process of implementing a B2C Commerce site for their storefront, and Experience Cloud for their support and help desk. UC wants to ensure that there is a single login and data experience between the two sites while also being relatively seamless.

Given the need for a single login experience, what should the primary system be for all authentication?

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

Answer: A

Explanation:

This answer is correct because it is the primary system that should be used for all authentication between B2C Commerce site and Experience Cloud site. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can provide a single login and data experience between the two sites. Salesforce Identity can also store customer profile data in a single place and sync it across systems.

References: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

NEW QUESTION # 117

A retail company currently uses B2C Commerce and Marketing Cloud to enable a seamless customer experience. They are evaluating tools to better support customer service activities like their call center for online ordering and social customer service. Which two functionalities should a Solution Architect discuss with the company to explain the value of Service Cloud? Choose 2 answers

- A. Ability to de-duplicate and create a single customer identity.
- **B. Ability to allow the agent to see purchase history to support case management**
- C. Ability to create a B2C storefront using Digital Experiences.
- **D. Ability to have a customer leave a journey when they have an escalated case.**

Answer: B,D

Explanation:

Service Cloud is a product that allows managing customer service interactions across different channels and systems. To explain the value of Service Cloud to a retail company that currently uses B2C Commerce and Marketing Cloud, a Solution Architect can discuss the following functionalities:

* Ability to allow the agent to see purchase history to support case management. Service Cloud can integrate with B2C Commerce

to display customer order history and details in the service console or omnichannel routing. This allows agents to have a complete view of customer transactions and provide faster and more personalized service.

* Ability to have a customer leave a journey when they have an escalated case. Service Cloud can integrate with Marketing Cloud to trigger customer journey changes based on case events. For example, if a customer has an escalated case, Service Cloud can send a signal to Marketing Cloud to pause or exit the customer from a marketing journey, and resume or re-enter the customer when the case is resolved.

Option A is incorrect because Service Cloud does not provide the ability to create a B2C storefront using Digital Experiences. Digital Experiences is a feature of Experience Cloud that allows creating branded websites and portals for customers, partners, or employees. Option B is incorrect because Service Cloud does not provide the ability to de-duplicate and create a single customer identity. This functionality can be achieved by using Customer 360 Data Manager or other data integration tools. References:

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

* https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of.htm&type=5

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

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

* <https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html>

NEW QUESTION # 118

A company wants to implement B2C Commerce and Service Cloud, and then connect the systems with its existing instance of Marketing Cloud.

Which two tactics should a Solution Architect recommend to model a customer across all three systems? Choose 2 answers

- A. Migrate the existing Marketing Cloud data into B2C Commerce and set the subscriber key as the Customer ID.
- **B. Use Service Cloud as system of record for customer data and consent preferences across all channels.**
- C. Get in touch with the Marketing Cloud Professional Services to perform a subscriber key migration.
- **D. Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.**

Answer: B,D

Explanation:

These answers are correct because they are ways to model a customer across all three systems using the Marketing Cloud Subscriber Key and Service Cloud as sources of truth. The Marketing Cloud Subscriber Key can be sent to Service Cloud and B2C Commerce to be held for reference, which can help link customer records across systems and enable cross-channel marketing and service. Service Cloud can be used as system of record for customer data and consent preferences across all channels, which can help comply with data privacy laws and provide a consistent customer experience. References:

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

https://help.salesforce.com/s/articleView?id=sfb2c_commerce_service_cloud_integration.htm&type=5

NEW QUESTION # 119

An organization has a product catalog containing 500,000 unique SKUs and a total customer base of approximately 3 million customers, of which 250,000 are active in a given month. In order to better understand shopper behavior and build customer marketing journeys tailored to customer personas, the organization wants to track each product view event per customer and SKU across its commerce storefront.

Which integration and data storage architecture should a Solution Architect recommend to support this goal?

- A. Store in a Marketing Cloud Data Extension, and use the Marketing Cloud APIs to update from B2C Commerce when a product is viewed on the storefront.
- **B. Leverage collect.js on the B2C Commerce storefront to track product page views which can be segmented in journeys using decision splits.**
- C. Store as B2C Commerce custom objects and, using jobs, transfer the data to Marketing Cloud on an hourly basis.
- D. Store as records in Salesforce Platform custom objects, and use the Salesforce APIs to update from B2C Commerce and Marketing Cloud when a product is viewed on the storefront.

Answer: B

Explanation:

Leveraging collect.js on the B2C Commerce storefront allows the organization to track product page views and other web analytics data using Marketing Cloud's Einstein Web Recommendations feature. This data can be used to segment customers in journeys using decision splits based on their product interests and behaviors.

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