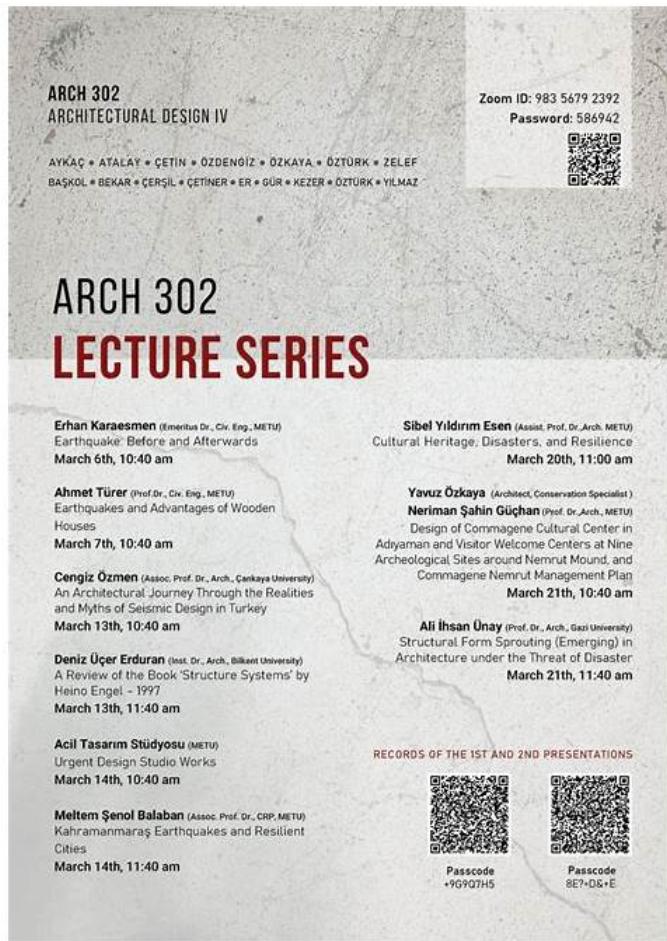


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## Salesforce Certified B2C Solution Architect Sample Questions (Q71-Q76):

### NEW QUESTION # 71

An organization uses B2C Commerce to capture order details but needs to process the order in an ERP system. They want B2C Commerce to send a message to the ERP system with the order details after they have been entered, then wait for the order to be processed, and then receive a reply from the ERP system with the order number and status.

Which integration pattern should a Solution Architect use to meet this requirement?

- A. Asynchronous Call-Out
- B. Request and Reply
- C. Batch Data Synchronization

- D. Publish / Subscribe

**Answer: B**

Explanation:

Request and reply is an integration pattern that allows a system to send a message to another system and wait for a response. This pattern is suitable for scenarios where the sender needs to receive an immediate confirmation or acknowledgment from the receiver. In this case, B2C Commerce needs to receive the order number and status from the ERP system after sending the order details. References:

\* <https://architect.salesforce.com/design/integration-patterns-and-practices/request-and-reply/>

\*

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

### NEW QUESTION # 72

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?

- A. **Duplicate Matching Rules**
- B. Customer Data Platform
- C. **Enable Contact to Multiple Accounts**
- D. Lightning Data Services

**Answer: A,C**

Explanation:

Enabling Contact to Multiple Accounts allows a single contact to be related to multiple accounts, which can prevent the creation of duplicate contacts with different primary accounts. Duplicate Matching Rules can help identify and prevent duplicate records based on the criteria and actions that you specify.

### NEW QUESTION # 73

A nonprofit organization uses Experience Cloud for members who would like to set up recurring donations.

They integrate with an external payment gateway and want to make sure to offer the utmost security for their members. They also use Pardot for personalized communications, to ensure members have access to the most meaningful content and messages related to their donation history.

Which three options can a Solution Architect recommend to increase security for their existing users?

Choose 3 answers

- A. **Add a login flow that defines the scope of user access authorized by authentication providers.**
- B. **Implement high-assurance requirements for Experience Cloud profiles.**
- C. **Develop login flows to change the user's session security level to initiate third-party identity verification.**
- D. Maintain GAAuth tokens for existing Experience Cloud profiles.
- E. Replace Pardot with Marketing Cloud to implement SMS for multi-factor authentication.

**Answer: A,B,C**

Explanation:

Experience Cloud is a product that allows creating and managing digital experiences for customers, partners, employees, and communities. Experience Cloud can be integrated with external payment gateways and Pardot to offer secure and personalized experiences for members who want to set up recurring donations. To increase security for their existing users, a Solution Architect can recommend the following options:

\* Implement high-assurance requirements for Experience Cloud profiles. High-assurance requirements are settings that define the level of security and identity verification needed for users to access certain pages or features in Experience Cloud. High-assurance requirements can help prevent unauthorized or fraudulent access to sensitive or confidential data or transactions, such as recurring donations.

\* Add a login flow that defines the scope of user access authorized by authentication providers. A login flow is a process that allows customizing the user login experience in Experience Cloud using various actions, such as collecting information, displaying messages, updating records, etc. A login flow can help define the scope of user access authorized by authentication providers, such as social media accounts or SAML-based identity providers. This can help limit or restrict the access of users based on their authentication method or credentials.

\* Develop login flows to change the user's session security level to initiate third-party identity verification. A session security level is a setting that determines the level of security and identity verification required for a user's session in Experience Cloud. A session security level can be changed using login flows to initiate third-party identity verification, such as SMS verification, email verification, biometric verification, etc. This can help enhance the security and trust of the user's session and prevent unauthorized or fraudulent access to sensitive or confidential data or transactions, such as recurring donations.

Option C is incorrect because replacing Pardot with Marketing Cloud to implement SMS for multi-factor authentication is not a valid or feasible option to increase security for their existing users. Pardot is a product that allows creating and managing B2B marketing campaigns and activities, such as email marketing, lead generation, lead nurturing, etc. Marketing Cloud is a product that allows creating and managing B2C marketing campaigns and activities, such as email marketing, mobile marketing, social media marketing, etc.

Replacing Pardot with Marketing Cloud would not only be costly and complex, but also unnecessary and irrelevant for their use case of setting up recurring donations. Moreover, implementing SMS for multi-factor authentication does not require replacing Pardot with Marketing Cloud, as it can be

done using other methods or tools, such as login flows or third-party identity verification services. Option D is incorrect because maintaining GAuth tokens for existing Experience Cloud profiles is not an option or a way to increase security for their existing users. GAuth tokens are tokens that are used by Google Authenticator, an app that generates one-time passwords for two-factor authentication. GAuth tokens are not related to Experience Cloud profiles or their security settings. References:

- \* [https://help.salesforce.com/s/articleView?id=sf.networks\\_security.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.networks_security.htm&type=5)
- \* [https://help.salesforce.com/s/articleView?id=sf.networks\\_login\\_flow\\_examples.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.networks_login_flow_examples.htm&type=5)
- \* [https://help.salesforce.com/s/articleView?id=sf.networks\\_session\\_security\\_levels.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.networks_session_security_levels.htm&type=5)

#### NEW QUESTION # 74

Northern Trail Outfitters (NTO) wants to unify customer data with a single identity for each customer across their ecommerce sites and their communities. Communities are treated as an identity provider (IDP) for commerce. The communities also allow self-service support for products via knowledge articles and crowd- sourced Knowledge and Chatter.

For which customer data should Experience Cloud be the system of record?

- A. Payment information
- B. Address book
- **C. Authentication credentials**
- D. Wishlist

**Answer: C**

Explanation:

- \* Option A is correct because authentication credentials should be stored and managed by Experience Cloud as the system of record for this customer data. Experience Cloud acts as an identity provider (IDP) for commerce, meaning that it verifies the identity of customers who log in to ecommerce sites using their communities credentials. Experience Cloud can also leverage Salesforce Identity features to provide secure and seamless authentication across multiple Salesforce clouds and external systems.
- \* Option B is incorrect because address book should not be stored and managed by Experience Cloud as the system of record for this customer data. Address book is mainly used for ecommerce purposes, such as shipping and billing addresses, and it should be stored and managed by B2C Commerce as the system of record. B2C Commerce can also integrate with Experience Cloud to provide a consistent user experience across ecommerce sites and communities.

#### NEW QUESTION # 75

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

**Answer: A,B**

Explanation:

- \* Option A is correct because Customer 360 Data Manager can be used to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Customer 360 Data Manager is a tool that enables data integration and identity resolution across multiple Salesforce clouds and external systems. It can match and merge duplicate contacts based on various criteria and create a single source of truth for customer data.
- \* Option C is correct because Duplicate Matching Rules can be used to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Duplicate Matching Rules are rules that define how Salesforce identifies duplicate records based on standard or custom fields. They can prevent users from creating or updating duplicate contacts based on various criteria and actions.
- \* Option B is incorrect because Third-party application or AppExchange tool is not an option that the Solution Architect can use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Third-party application or AppExchange tool is not a specific or native solution for this problem, but rather a general or external solution that may or may not work depending on the features and compatibility of the application or tool.
- \* Option D is incorrect because Lightning Data Services is not an option that the Solution Architect can use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Lightning Data Services is a tool that enables developers to access, cache, and modify data in Lightning web components without using Apex code. It does not have any functionality to prevent or resolve duplicate contacts.

References:

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

#### NEW QUESTION # 76

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