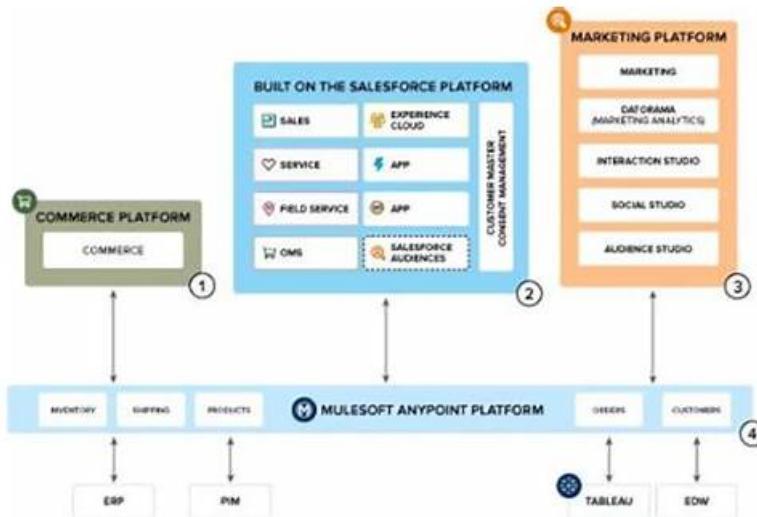


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## Salesforce Certified B2C Commerce Architect Sample Questions (Q66-Q71):

### NEW QUESTION # 66

A company wants to Implement B2C Commerce and Service Cloud and connect the systems with their 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. Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.
- B. Use Customer 360 Data Manager to assign the Global Party ID and use it as a primary key across all systems including the new Subscriber ID in Marketing Cloud.

- C. Migrate the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID.
- D. Using Service Cloud as a central point hold unique identifiers from all systems including the Service Cloud Contact or Person Account ID and B2C Commerce CustomerNo and Customer ID

**Answer: C,D**

#### NEW QUESTION # 67

a client uses an external marketing tool to manage promotions and coupons for its multiple brands. They currently have only one brand on B2C Commerce and they get Import-ready feeds created by this tool on an SFTP location.

The marketing team completes the data preparation by the end of the work day.

How should the Architect handle this import?

- A. Create a Job and define three steps: one standard step to download files from sftp and two steps that use Execute Script Module to import the promotion and coupons.
- B. Create a job and define three steps: one custom step to download the files from SFTP, and two standard steps to import the promotion and coupons.
- C. Create a Job and define three custom steps: download the files from SFTP, import promotions, import coupons
- D. Create a Job and define three steps: one step uses ExecuteScriptModule to download the files from SFTP, and two standard steps to Import the promotion and coupons.

**Answer: B**

#### NEW QUESTION # 68

A client is planning to migrate its e-commerce to Salesforce Commerce Cloud. Their expectation is to increase the business volume by 300%. As an architect you decide before go-live execute a load testing in order to check that the new site will fit client expectations. This table show the results of test execution:

Page	Old Site avg. time in ms	New site avg. time in ms
Home	2,800	1,500
Checkout	5,000	2,000
Place order	7,000	5,000
Static landing pages	1,000	1,000
PDP	3,500	750

\* 500 http error appears twice during search refinement and 404 is shown while accessing an specific PDP. According to the results shown above, how can we evaluate the load test?

- A. Go live must be postponed until those 400/500 errors will be fixed.
- B. We can proceed with the go live. All key performance indicators are now better than in the old site even with 300% more volume.
- C. There are two blockers. Go live must be postponed until checkout and place order average time is under 1,500 milliseconds. Otherwise a lot of purchases will be lost.
- D. In general it is pretty good, the new site will work as expected. We can proceed with the go live and after that some improvements on place order should be done.

**Answer: A**

#### NEW QUESTION # 69

In Reports and Dashboards tools you find some requests with a very poor cache hit ratio (less than 20%). What can you do in order to increase cache hit ratio and improve website performance? Here a few examples of triggered URL:

- <https://www.myawesomewebsite.com/products?sz=48&start=0&srule=price-low&campaign=ads1>
- <https://www.myawesomewebsite.com/products?start=0&sz=48&srule=price-low&campaign=ads2>

- <https://www.myawesomewebsite.com/products?rule=price-low&start=0&sz=48&campaign=ads3>

- A. Create custom cache for this request.
- B. Always use the same URL parameter order
- C. Use URL hashes for parameter campaign
- D. New cache partition

**Answer: B,C**

#### **NEW QUESTION # 70**

A developer is validating the pipeline cache and noticed that the PDP page is very low cached. The one parameter is showing the position on the product listing page upon checking the site and code.

What should the developer adjust in order to improve the page cache hit ratio, keeping in mind that the client is insisting on the parameter for their analytics?

- A. Rework the implementation so the parameter is not passed in the URL and is read from the URL hash.
- B. Add the key to the cache exclude parameters.
- C. Rework the implementation so it reads the parameter on client-side, passes it to the analytics and exclude it from cache parameters.
- D. Rework the implementation so it doesn't depend on that parameter.

**Answer: B**

#### **NEW QUESTION # 71**

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