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Salesforce Certified B2C Commerce Architect exam covers a wide range of topics related to the B2C Commerce domain. B2C-Commerce-Architect exam tests the candidate's knowledge of the B2C Commerce platform, including site architecture, data modeling, site design, business logic, and integrations. B2C-Commerce-Architect Exam also covers topics such as performance optimization, security, and scalability, ensuring that the candidate has a holistic understanding of the platform.

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It can be difficult to prepare for the Salesforce B2C-Commerce-Architect exam successfully, but with actual and updated Salesforce Certified B2C Commerce Architect (B2C-Commerce-Architect) exam questions, it can be much simpler. The difference between successful and failed B2C-Commerce-Architect Certification Exam attempts can be determined by studying with real B2C-Commerce-Architect exam questions.

Salesforce B2C-Commerce-Architect certification exam is a comprehensive exam that covers a wide range of topics related to B2C Commerce architecture. B2C-Commerce-Architect exam consists of multiple-choice questions, and the candidates have to answer 60 questions in 105 minutes. The passing score for the exam is 63%, and the exam fee is \$400. B2C-Commerce-Architect Exam is available in English, Japanese, and Spanish language.

## Salesforce Certified B2C Commerce Architect Sample Questions (Q30-Q35):

### NEW QUESTION # 30

The following promotions are configured with no exclusivity (can be combined with any other promotion) in a

- 1 month campaign:

- \* Free correct- in -store shipping
- \* 20% accessories products discount, applies for all customers
- \* \$5 off coupon based discount, sent to a selected group of customers

The combination of above promotions allows customers to get 16 socks for free in store. This was unintended, and the Client is considering disabling the coupon. The Client is concerned about a potential spike in the number of Call Center calls from customers who had the coupon code added to their baskets before it was disabled. As basket lifetime is set to 30 days for all customers, this can continue for the full length of the campaign.

What solution should the Architect suggest to keep the Call Center calls to a minimum?

- A. Disable the coupon code. Clear the production cache from the Business Manager to clear existing baskets.
- **B. Disable the coupon code. Reduce the basket lifetime in Business Manager to expire some of the existing baskets**
- C. Disable the coupon code. Email all the customers to not use the coupon code in their baskets.
- D. Disable the coupon code. Restart the production instance from control Center to clear existing baskets.

**Answer: B**

### NEW QUESTION # 31

A developer is checking for Cross Site Scripting (XSS) and found that the quick search is not escaped (allows inclusion of Javascript) in the following script:

How would the developer resolve this issue?

- A. Use `<isprint value="{searchPhrase}" encoding="jsblock" />`
- B. Replace ' with double Quote \*
- C. Use `<toprint value="{searchPhrase}" />`
- **D. Use `<isprint value="{searchPhrase}" * encoding="jshtml" />`**

**Answer: D**

Explanation:

To resolve the issue of Cross Site Scripting (XSS) where the quick search is not escaped, the developer should use the `<isprint>` tag with the 'jshtml' encoding option (Answer B). This method ensures that any JavaScript included in the search phrase is properly escaped, preventing the execution of potentially malicious scripts.

The 'jshtml' encoding is specifically designed to encode text for HTML contexts where JavaScript is embedded, providing a secure way to handle user input in Salesforce B2C Commerce.

### NEW QUESTION # 32

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

**Answer: D**

### NEW QUESTION # 33

A Retailer has a single storefront site and a Product Management System (PIM). The Pim is Generating the master catalog and storefront categorization catalog every day and it uploading them to SFTP how should the Architect configure the import job flows following the best practices?

- A. 1st flow is assigned to the site to download the files from SFTP. 2nd flow is assigned to the site to Import the master catalog. 3rd flow K global to Import the storefront catalog.
- B. 1st flow is assigned to the site to download the files from SFTP. 2nd flow is assigned to the site to Import the storefront catalog 3rd flow It global to Import the master catalog.
- **C. 1st flow is global to download the files from SFTP. 2nd flow is global to import the storefront catalog 3rd flow K global to Import the master catalog.**
- D. 1st flow is global to download the files horn SFTP. 2nd flow is global to import the master catalog. 3rd flow Is global to Import the storefront catalog.

**Answer: C**

Explanation:

For optimal job flow concerning data import from a PIM system, the sequence should begin with downloading files globally from an SFTP site, followed by importing data into the B2C Commerce platform:

First flow: Download files, ensuring all required files are available and ready for import.

Second flow: Import the storefront catalog which likely has dependencies on the master catalog but is generally smaller and can be updated more rapidly.

Third flow: Import the master catalog, as it typically contains the foundational data needed for various site functionalities.

This sequence respects data dependency and integrity, ensuring that the storefront reflects the most current and accurate information after all relevant data is imported.

### NEW QUESTION # 34

A financial services company wants to implement Service Cloud and Marketing Cloud. A number of profile attributes required for personalization in Marketing Cloud were identified as personally identifiable information (PII) and are too sensitive to be stored in Salesforce.

Tokenized Sending was presented as a way to address these concerns.

Which two implications should a Solution Architect consider if Marketing Cloud Connect is to be used for cloud integration?

Choose 2 answers

- **A. All emails will need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions**
- **B. The synchronized data extensions will include the token and all PII attributes**
- C. The token with all supporting attributes will need to be stored in Service Cloud
- D. The standard email address field for contacts and leads needs to be populated with a token

**Answer: A,B**

### NEW QUESTION # 35

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