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Salesforce Certified B2C Solution Architect Sample Questions (Q112-Q117):

NEW QUESTION # 112
A company uses B2C Commerce, Marketing Cloud, and Service Cloud and requires that customers create an account before

making their first purchase.
Which system creates the customer ID and which system creates an additional ID to use as the customer primary record?

- A. Marketing Cloud creates a customer ID but the primary ID should be created through B2C Commerce.
- B. A B2C Commerce creates a customer ID and an additional ID to be used as the primary record.
- C. Service Cloud creates a customer ID and an additional ID to be used as the primary record.
- D. B2C Commerce creates a customer ID but the primary record should be created through Service Cloud.

Answer: D

Explanation:
* Option D is correct because B2C Commerce creates a customer ID when a customer registers an account before making their first purchase, but the primary record should be created through Service Cloud using an external ID field that matches the customer ID from B2C Commerce. This way, Service Cloud can store additional customer information and provide a single source of truth for customer data across multiple Salesforce clouds.
* Option A is incorrect because Service Cloud does not create a customer ID when a customer registers an account on B2C Commerce, nor does it create an additional ID to be used as the primary record.
Service Cloud uses an external ID field that matches the customer ID from B2C Commerce to create or update customer records.
* Option B is incorrect because B2C Commerce does not create an additional ID to be used as the primary record when a customer registers an account. B2C Commerce only creates a customer ID that can be matched with an external ID field in Service Cloud or other Salesforce clouds.
* Option C is incorrect because Marketing Cloud does not create a customer ID when a customer registers an account on B2C Commerce, nor does it create a primary ID that should be used by other Salesforce clouds. Marketing Cloud uses subscriber keys that can be mapped to customer IDs from B2C Commerce or other external systems.
References:
* Get Started with B2C Solution Architect Cert Prep - Trailhead
* Certification - B2C Solution Architect - Trailhead

NEW QUESTION # 113
A company currently uses B2C Commerce and Service Cloud for one of its storefronts. They are now considering implementing the 'Order on Behalf of flow. Which consideration must a Solution Architect keep in mind while implementing the 'Order on Behalf of flow?

- A. The Service Cloud Connector does not require B2C Commerce to be registered as a remote site as long as the Service Cloud org and B2C Commerce realm are in the same geographic region.
- B. The Service Cloud Connector is not available for guests or anonymous storefront shoppers. Use Order on Behalf with registered B2C Commerce customer accounts.
- C. The Service Cloud Connector enables data synchronization through SOAP services using Service Cloud and B2C Commerce. REST services are not available for such data synchronization needs.
- D. The Service Cloud Connector can work with any valid Service Cloud user. There is no specific need for an Integration User with administrative rights.

Answer: B

Explanation:
* A is correct because the Service Cloud Connector only works with registered B2C Commerce customer accounts and does not support guests or anonymous storefront shoppers. The connector uses the customer ID to link the Service Cloud contact with the B2C Commerce customer profile.
* B is incorrect because the Service Cloud Connector supports both SOAP and REST services for data synchronization between Service Cloud and B2C Commerce.
* C is incorrect because the Service Cloud Connector requires B2C Commerce to be registered as a remote site in Service Cloud regardless of the geographic region. This is to allow outbound messages from Service Cloud to B2C Commerce.
* D is incorrect because the Service Cloud Connector requires a dedicated Integration User with administrative rights in both Service Cloud and B2C Commerce. This user is used to authenticate and authorize the data synchronization between the two systems.
References:
* : https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp
/ServiceCloud/ServiceCloudConnectorOverview.html
* : https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp
/ServiceCloud/ServiceCloudConnectorDataSynchronization.html

* : https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp
/ServiceCloud/ServiceCloudConnectorSetup.html
* : https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp
/ServiceCloud/ServiceCloudConnectorUserSetup.html

NEW QUESTION # 114

A company plans to build a new B2C Commerce storefront for a popular segment of products that generate high-volume sales. Their team is evaluating whether B2C Commerce is the right platform to build this storefront, and they are specifically concerned about how quotas and limits directly impact the efficiency and stability of solutions built on the platform.

Which two considerations should a Solution Architect keep in mind when considering B2C Commerce Governance and Quotas?
Choose 2 answers

- A. If an enforced quota is exceeded, an exception is thrown, which prevents the current operation from completing. The Solution Architect should design the solution so that the exception can be caught within a customization.
- B. For sandbox instances, quotas can be softened by exporting them from a production instance and importing them onto a sandbox instance. This approach lets Solution Architects match the development environment to the production environment.
- C. Unless a site :s experiencing performance issues, the Solution Architect car assume that quota violations have not occurred.
- D. Object quotas status is updated with an up to 20-minute delay. Therefore, a Solution Architect must consider this delay when performing calculations related to traffic and limits.

Answer: A,D

Explanation:

B2C Commerce Governance and Quotas are a set of rules and limits that apply to B2C Commerce instances to ensure the efficiency and stability of solutions built on the platform. The following considerations should be kept in mind when considering B2C Commerce Governance and Quotas:
* Object quotas status is updated with an up to 20-minute delay. Therefore, a Solution Architect must consider this delay when performing calculations related to traffic and limits. Object quotas are limits on the number of objects that can be created or stored in B2C Commerce, such as products, categories, customers, orders, etc. The object quotas status shows the current usage and remaining capacity of each object quota. However, the status is not updated in real time, but with an up to 20-minute delay. This means that the Solution Architect should account for this delay when estimating the traffic and limits for each object quota.
* If an enforced quota is exceeded, an exception is thrown, which prevents the current operation from completing. The Solution Architect should design the solution so that the exception can be caught within a customization. Enforced quotas are quotas that are strictly enforced by B2C Commerce and cannot be exceeded or changed by customers. Examples of enforced quotas are API calls per hour, script execution time, cache size, etc. If an enforced quota is exceeded, B2C Commerce throws an exception that stops the current operation from completing. This can result in errors or failures in the storefront or backend processes. The Solution Architect should design the solution so that the exception can be caught within a customization and handled gracefully.
Option B is incorrect because sandbox quotas cannot be softened by exporting them from a production instance and importing them onto a sandbox instance. Sandbox quotas are fixed and cannot be changed by customers. Option C is incorrect because the Solution Architect cannot assume that quota violations have not occurred unless a site is experiencing performance issues. Quota violations can occur without affecting the site performance, but they can still cause errors or failures in certain operations or processes. References:
* https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp
/Governance/GovernanceOverview.html
* https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp
/Governance/ObjectQuotas.html
* https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp
/Governance/EnforcedQuotas.html

NEW QUESTION # 115

A company actively uses CI/CO processes for their Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to their architecture. Under the current setup each developer has their own developer sandbox for development. Developers merge their changes into a sandbox for QA regularly, then once every week changes are moved to staging, and from staging to production instances.

Which set up should a Solution Architect propose to support this development approach considering costs and data segregation?

- A. Set up one Marketing Cloud instance for production and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes

- B. Set up one Marketing Cloud instance with a business unit for production and one business unit for testing that is connected to all Developer sandboxes
- C. Set up one Marketing Cloud instance for each sandbox in Service Cloud
- D. Set up one Marketing Cloud instance for testing and one for production, where the testing instance is connected to the staging sandbox

Answer: A

Explanation:
A Marketing Cloud sandbox is a separate instance of Marketing Cloud that can be used for development, testing, and training purposes. A Marketing Cloud sandbox can be connected to a Service Cloud sandbox using Marketing Cloud Connect, which allows data synchronization and cross-cloud functionality. This option supports the CI/CO processes and data segregation for each Service Cloud sandbox. The other options are either not feasible or not cost-effective. References:
* https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_sandbox.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect.htm&type=5

NEW QUESTION # 116
A company Is implementing B2C Commerce, Service Cloud, and Marketing Cloud. The company Is based in Europe and needs to be compliant with GDPR.
Which two design implementations should a Solution Architect use to ensure GDPR compliance?
Choose 2 answers

- A. Use email addresses, SMS, or other channel addresses as the contact key {subscriber key) in Marketing Cloud
- B. Set field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud
- C. Use a Salesforce record ID as a single unique identifier to apply across channels and clouds
- D. Set tracking site preference for each storefront

Answer: B,C

Explanation:
B: Using a Salesforce record ID as a single unique identifier to apply across channels and clouds can help ensure GDPR compliance by enabling data portability, deletion, and anonymization across systems. This can also reduce data duplication and improve data quality. D. Setting field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud can help ensure GDPR compliance by protecting sensitive data from unauthorized access or disclosure. This can also help meet the requirements of data minimization and pseudonymization. References:
* https://trailhead.salesforce.com/en/content/learn/modules/gdpr_basics/gdpr_basics_principles
* https://help.salesforce.com/s/articleView?id=sf.mc_co_contact_key.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_security.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.field_level_encryption.htm&type=5

NEW QUESTION # 117
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