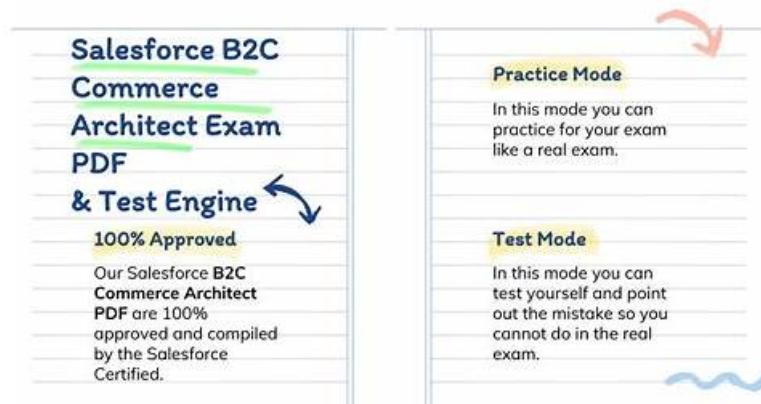


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## Salesforce Certified B2C Commerce Architect Sample Questions (Q43-Q48):

### NEW QUESTION # 43

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:

```
<script>
var searchPhrase = ${searchPhrase};
</script>
```

How would the developer resolve this issue?

- A. Use <toprint value="\${searchPhrase}" />
- B. Use <isprint value="\${searchPhrase}\* encoding-'jshtmr' />
- C. Use <isprint value='\${searchPhrase} encoding-'jsblock' />

- D. Replace 'with double Quote\*

**Answer: B**

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.

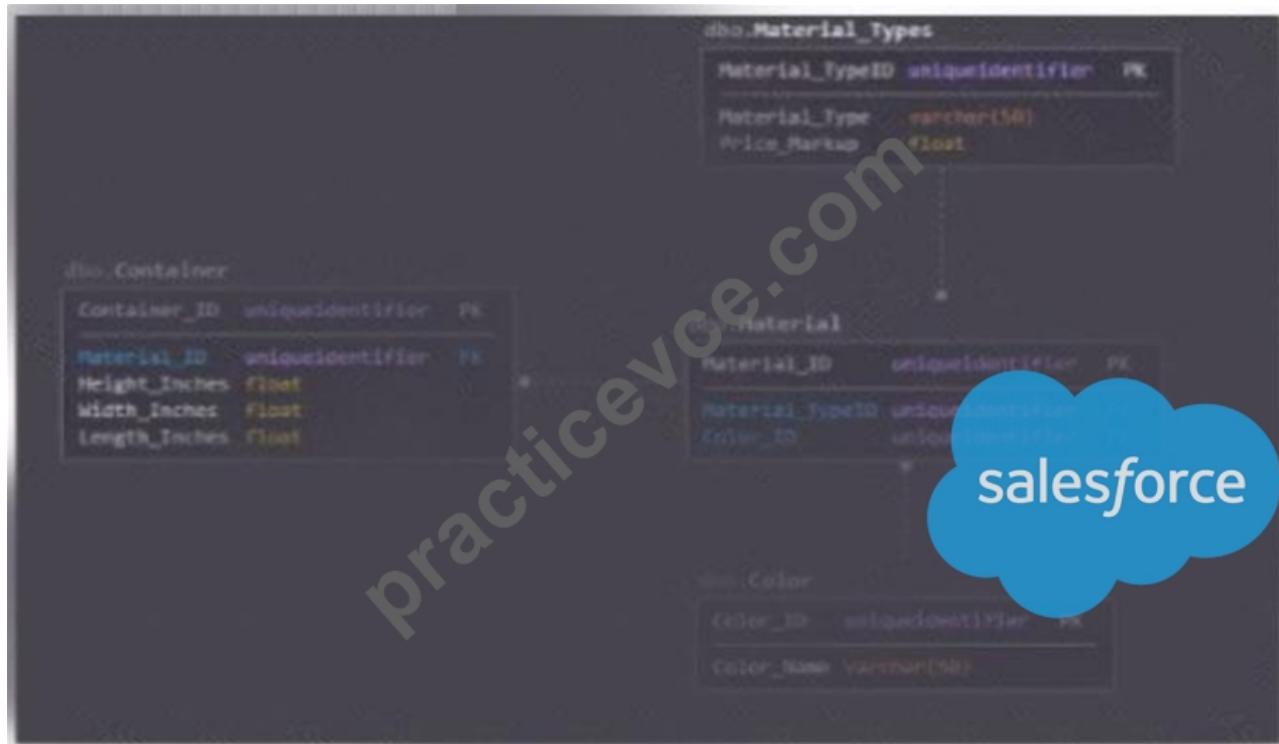
The 'jshtml' encoding is specifically designed to encode text for HTML contexts where JavaScript is embedded, providing a secure way to handle user input in Salesforce B2C Commerce.

**NEW QUESTION # 44**

The Client wants to offer custom made container products on its new B2C Commerce storefront. The Client provided two business requirements.

- \* Customer can specify container length, width, and height.
- \* Customer can specify the material that the container is made of.

The Client also provided the Architect a current data schema (shown below) for reference while preparing the technical documentation.



Which two gaps between the requirements and the data schema should the Architect discuss with the Client?

Choose 2 answers

- A. The data schema includes a Color\_ID field, but there isn't a business requirement to allow the customer to specify container color.
- B. The data schema includes a material Price\_Markup field, but there Isn't a business requirement to factor the material cost Into the final price calculation.
- C. The data schema includes unique identifiers for material and color fields, but neither are reflected in the business requirements.
- D. The data schema includes an implied structure that the customer's choices should be captured as custom objects, but there isn't a business requirement to do so

**Answer: A,B**

**NEW QUESTION # 45**

A company had strong new-customer growth for the year but has noticed that lifetime value has been declining. They want to run automated re-engagement campaigns with customers who made purchases in the last 24 months but are unsure of where to start.

They have Service Cloud, Marketing Cloud, and B2C Commerce implemented and recently began using Tableau CRM (formerly Einstein Analytics).

Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign? Choose 2 answers

- A. Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months
- B. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
- C. Use SMS as a channel due to its significantly higher engagement rate as compared to email
- D. Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder

**Answer: C,D**

#### **NEW QUESTION # 46**

The Client is planning to switch to a new Payment Service Provider (PSP). They have approached an Architect to understand the time and effort to Integrate the new PSP. The PSP offers a LINK cartridge compatible with SiteGenesis Pipelines, but the Client's website is built on Controllers.

Which two options should the Architect take into consideration before starting analysis? Choose 2 answers

- A. Estimate the effort and risk to convert the LINK cartridge from pipelines to controllers.
- B. Reach out to the PSP development team and ask if a new cartridge version that supports controllers is under development.
- C. Look for a different PSP that supports controllers and would not require conversion efforts.
- D. Produce a proof of concept converting the most essential pipelines into controllers and integrate the cartridge.

**Answer: A,B**

Explanation:

When integrating a new Payment Service Provider (PSP) LINK cartridge designed for SiteGenesis Pipelines into a site built on Controllers, consider these options:

Option A (Estimate the effort and risk to convert the LINK cartridge from pipelines to controllers): Assessing the effort involved in converting the cartridge provides insight into the project scope, helping to manage risk and allocate resources effectively.

Option B (Reach out to the PSP development team and ask if a new cartridge version that supports controllers is under development): This can potentially save significant development time and resources if a compatible version is already planned or in progress.

These approaches help in making an informed decision on integration strategies, balancing between customization efforts and leveraging existing solutions.

#### **NEW QUESTION # 47**

In Log Center, a developer notes a number of Cross Site Request Forgery (CSRF) log entries. The developer knows that this happens when a CSRF token is either not found or is invalid, and is working to remedy the situation as soon as possible.

Which two courses of action might solve the problem?

Choose 2 answers

- A. Add the token in the ISML template.
- B. Delete the existing CSRF whitelists in Business Manager.
- C. Extend the CSRF token validity to avoid timeouts.
- D. Add csrfProtection.generateToken as a middleware step in the controller.

**Answer: B,C**

#### **NEW QUESTION # 48**

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