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Salesforce Certified B2C Solution Architect Sample Questions (Q131-Q136):

NEW QUESTION # 131
A company wants to implement B2C Commerce and Service Cloud, and then connect the systems with its 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. Use Service Cloud as system of record for customer data and consent preferences across all channels.
- B. Get in touch with the Marketing Cloud Professional Services to perform a subscriber key migration.
- C. Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.

- D. Migrate the existing Marketing Cloud data into B2C Commerce and set the subscriber key as the Customer ID.

Answer: A,C

Explanation:
These answers are correct because they are ways to model a customer across all three systems using the Marketing Cloud Subscriber Key and Service Cloud as sources of truth. The Marketing Cloud Subscriber Key can be sent to Service Cloud and B2C Commerce to be held for reference, which can help link customer records across systems and enable cross-channel marketing and service. Service Cloud can be used as system of record for customer data and consent preferences across all channels, which can help comply with data privacy laws and provide a consistent customer experience. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect_best_practices.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

NEW QUESTION # 132
An organization operating more than 20 beauty, personal care, and health brands wants to move from its on- premise CRM system to Service Cloud and Marketing Cloud. Because a customer's privacy and marketing preferences can vary based on the brand, the organization needs to track those preferences to run consent- based marketing campaigns.
Which consideration should a Solution Architect keep in mind with respect to consent preferences in Marketing Cloud with the consent data model?

- A. When a subscriber unsubscribes without following the unsubscribe link provided in the message, the unsubscribe request is sent to Marketing Cloud directly and synchronized to the Salesforce Consent Data Model through Marketing Cloud Connect.
- B. Global consent governs all-or-nothing consent settings that should be managed on the Contact object to follow cross-cloud data strategy best practice using the contact ID as the primary key in Marketing Cloud.
- C. When multiple brands are operated in a single org, the native relationship between Business, Brand, and Contact object helps distinguish privacy and consent preferences that vary between different brands.
- D. A separate contact is required for each brand where consent is independently managed; the total count of contacts in Marketing Cloud can be larger than the number of individual customers.

Answer: D

Explanation:
This answer is correct because the consent data model in Marketing Cloud allows for multiple contacts per individual customer, each with their own consent preferences for different brands. This enables consent-based marketing campaigns across multiple brands in a single org. References: https://help.salesforce.com/s
/articleView?id=sf.mc_cab_consents.htm&type=5

NEW QUESTION # 133
When integrating B2C Commerce with Marketing Cloud, which data extension type should be used to store order and product records in Marketing Cloud?

- A. Sendable Data Extension
- B. Synchronized Data Extension
- C. Standard Data Extension
- D. Transactional Data Extension

Answer: C

Explanation:
A standard data extension is a type of data extension that can store any type of data in Marketing Cloud, including order and product records from B2C Commerce. A standard data extension can be created manually or imported from an external source, such as B2C Commerce. A standard data extension can also be used for segmentation, personalization, and reporting in Marketing Cloud. References: https://help.salesforce.com/s
/articleView?id=sf.mc_es_data_extensions.htm&type=5 https://help.salesforce.com/s/articleView?
id=sf.mc_co_data_integration_with_commerce_cloud.htm&type=5

NEW QUESTION # 134
A company is implementing a multi-locale solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. Order

confirmation emails are triggered from either B2C Commerce or Service Cloud and sent from Marketing Cloud.
What are two possible reasons why the shipping method name and description can be missing when these emails are triggered for languages other than US English, while other translated content appears correctly?
Choose 2 answers

- A. The subscriber in Marketing Cloud does not have a preferred locale set.
- B. The locale is not set correctly in the body of the email template.
- C. The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale.
- D. The ShippingMethods data extension is missing the label and description field for the corresponding locale.

Answer: C,D

Explanation:
The shipping method name and description can be missing when order confirmation emails are triggered for languages other than US English, while other translated content appears correctly, for the following possible reasons:
* The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale. The shipping method name and description are stored as attributes in B2C Commerce or Service Cloud, and they need to be translated and localized for each supported locale. If the translation or localization is missing or incorrect, the order confirmation email may not display them properly.
* The ShippingMethods data extension is missing the label and description field for the corresponding locale. The ShippingMethods data extension is a table in Marketing Cloud that stores the shipping method information for each locale. It has fields for label and description that need to match the values in B2C Commerce or Service Cloud. If the fields are missing or mismatched for a certain locale, the order confirmation email may not display them properly.
Option B is incorrect because the subscriber in Marketing Cloud does not need to have a preferred locale set.
The locale can be determined by the order data or the storefront language. Option C is incorrect because the locale can be set correctly in the email template using AMPscript or SSJS variables. References:
* https://help.salesforce.com/s/articleView?id=sf.mc_co_transactional_messaging.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.mc_co_order_confirmation_email.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.mc_co_shipping_methods_data_extension.htm&type=5

NEW QUESTION # 135
A company uses B2C Commerce to capture customer orders and then uses an ETL tool to send the orders to an ERP system for processing. The company also uses Service Cloud and would like to display the processed orders in that system as well, in case their service reps need to refer to an order. However, the order data itself does not need to be copied.
Which tool can a Solution Architect use to meet this requirement?

- A. Remote Process Invocation
- B. Batch Data Synchronization
- C. Salesforce Connect
- D. Streaming API

Answer: C

Explanation:
This answer is correct because Salesforce Connect can be used to display external data in Salesforce without copying or storing it. Salesforce Connect uses external objects to access data from an external system via an adapter. This way, the order data from the ERP system can be displayed in Service Cloud as read-only records without consuming additional storage space. References:
https://help.salesforce.com/s/articleView?id=sf.
datacloud_connect.htm&type=5

NEW QUESTION # 136
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