

# First-grade Salesforce Arch-302 - Salesforce Certified B2C Solution Architect Reliable Exam Practice



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## Salesforce Certified B2C Solution Architect Sample Questions (Q94-Q99):

### NEW QUESTION # 94

A university is considering using Experience Cloud so its students can interact with advisors who have Service Cloud licenses. The university would like to offer the easiest path for existing students to log in while still maintaining security. They have an on-premises Active Directory identity provider and use Google Workspace (formerly known as G Suite) for student email addresses. What should a Solution Architect recommend?

- A. Implement Social Sign On with OpenId Connect and Google Workspace as Auth Provider.
- B. Implement Active Directory and Salesforce Identity for SAML delegated Single Sign On.
- C. Implement OAuth 2.0 authentication protocol with Google Workspace as Service Provider.
- D. Implement Aloha template for students to access email with Salesforce Authenticator app.

**Answer: A**

Explanation:

\* A is correct because implementing Social Sign On with OpenID Connect and Google Workspace as Auth Provider is a simple and secure way to allow existing students to log in to Experience Cloud using their Google Workspace credentials1. This also eliminates the need for creating and managing separate user accounts in Experience Cloud.

\* B is incorrect because implementing Active Directory and Salesforce Identity for SAML delegated Single Sign On would require the university to set up and maintain a SAML identity provider and configure it with Salesforce Identity. This would be more complex and costly than using Social Sign On with Google Workspace2.

\* C is incorrect because implementing Aloha template for students to access email with Salesforce Authenticator app would not meet the requirement of using the existing Google Workspace email addresses. Aloha template is a pre-built template for Experience Cloud that provides email functionality, but it does not integrate with Google Workspace3. Salesforce Authenticator app is a mobile app that provides two-factor authentication, but it does not integrate with Google Workspace either.

\* D is incorrect because implementing OAuth 2.0 authentication protocol with Google Workspace as Service Provider would not meet the requirement of using the easiest path for existing students to log in. OAuth 2.0 is a protocol that allows users to authorize third-party applications to access their data, but it does not provide authentication or single sign on functionality.

References:

\* 1: [https://help.salesforce.com/s/articleView?id=sf.networks\\_auth\\_provider\\_openid\\_connect.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.networks_auth_provider_openid_connect.htm&type=5)

\* 2: [https://help.salesforce.com/s/articleView?id=sf.identity\\_provider\\_saml.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.identity_provider_saml.htm&type=5)

\* 3: [https://help.salesforce.com/s/articleView?id=sf.networks\\_templates\\_aloha.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.networks_templates_aloha.htm&type=5)\* : [https://help.salesforce.com/s/articleView?id=sf.security\\_authenticator\\_app.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.security_authenticator_app.htm&type=5)\* : [https://help.salesforce.com/s/articleView?id=sf.remoteaccess\\_oauth\\_web\\_server\\_flow.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.remoteaccess_oauth_web_server_flow.htm&type=5)

## NEW QUESTION # 95

A customer has been using Marketing Cloud with their existing (non-Salesforce) ecommerce site for more than 3 years and is now implementing Service Cloud to help improve the quality of support given to their customers. While Service Cloud will be integrated with the ecommerce site and they want to use many Marketing Cloud Connect features, the customer is insisting on continuing to use the existing integration between the ecommerce site and Marketing Cloud until they move to Salesforce B2C Commerce (planned for the coming 2 years).

Which two concerns should the Solution Architect raise with the customer considering the approach they want to take?

Choose 2 answers

- A. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date.
- B. Additional Matching rules will need to be implemented in Service Cloud to ensure identities are merged before messaging in Marketing Cloud.
- C. Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents.
- D. Journey Builder will need to be used to update the Contact Key directly in Marketing Cloud to ensure the existing ecommerce site integration can continue to be used.

**Answer: A,C**

Explanation:

B: Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents. Marketing Cloud Connect can only track email sends that are initiated from Marketing Cloud or Salesforce CRM, not from an external ecommerce site.

This means that the Service Agents will not have a complete view of the customer's email interactions or preferences. D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date. Marketing Cloud Connect uses the Salesforce Contact ID or Lead ID as the contact key in Marketing Cloud, which is a unique identifier for each contact or lead. If the existing ecommerce site integration uses a different identifier, such as email address or customer ID, then it may create duplicate contacts in Marketing Cloud when syncing with Service Cloud. This can affect the contact count, billing, and personalization in Marketing Cloud. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_sync\\_leads\\_and\\_contacts.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_sync_leads_and_contacts.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_subscriber\\_key\\_migration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5)

## NEW QUESTION # 96

An organization currently has separate teams supporting Service Cloud, Marketing Cloud, store operations with a point-of-sale solution, and eCommerce with Commerce Cloud. Each business unit has their own key performance indicators (KPIs) but the organization is struggling to understand the big picture and improve customer engagement with the brand.

In which two ways would Salesforce CDP help in this scenario?

Choose 2 answers

- A. It ingests customer data from each system and uses matching rules to find records representing the same person, uniting them under a Unified Individual.
- B. It creates one Individual record that replaces the system-specific records in other products, creating a unified view of the customer.
- C. It provides cross-channel analytics using pre-built, native dashboards and charts within the unified profile.
- D. It can power experiences through other channels like Marketing Cloud Engagement by activating customer segments.

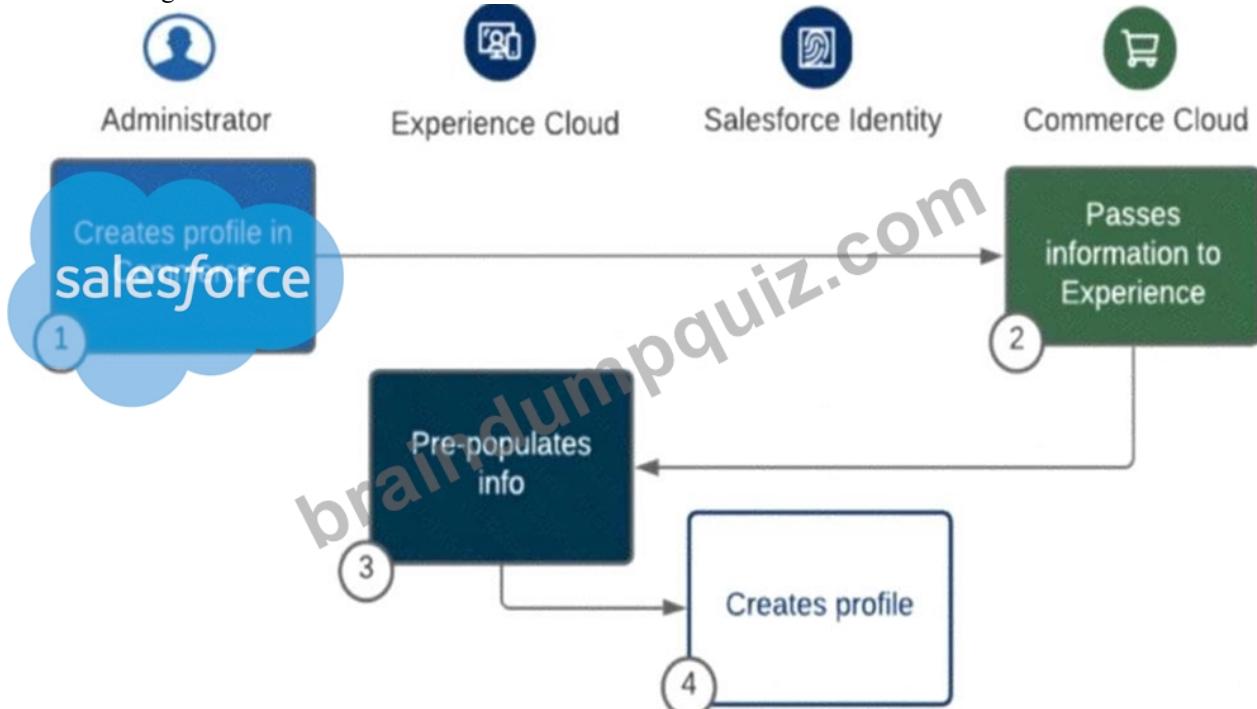
**Answer: A,D**

Explanation:

These answers are correct because they are ways that Salesforce CDP can help the organization in this scenario. Salesforce CDP can ingest customer data from each system and use matching rules to find records representing the same person, uniting them under a Unified Individual. This creates a single view of the customer across all systems and channels. Salesforce CDP can also power experiences through other channels like Marketing Cloud Engagement by activating customer segments. This enables personalized and targeted marketing campaigns based on customer data and behavior. References: <https://www.salesforce.com/products/customer-data-platform/overview/>

#### NEW QUESTION # 97

Refer to the image below:



A brand is planning to re-platform their existing website onto B2C Commerce. As part of the re-platform they will create a new social community portal. They are going to implement B2C Commerce, Experience Cloud, and Salesforce Identity.

After reviewing the workflow, which system should a Solution Architect recommend to use as a primary authentication method while attempting to minimize migration of customer profile data?

- A. Salesforce Core Platform/Identity
- B. Salesforce CDP
- C. Salesforce Marketing Cloud
- D. Salesforce B2C Commerce

**Answer: A**

Explanation:

This answer is correct because it minimizes the migration of customer profile data by using Salesforce Identity as the primary authentication method. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can store customer profile data in a single place. This reduces the need to duplicate or sync customer data across multiple systems. References: [https://help.salesforce.com/s/articleView?id=sfb2c\\_commerce\\_service\\_cloud\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sfb2c_commerce_service_cloud_integration.htm&type=5)

## NEW QUESTION # 98

Northern Trail Outfitters (NTO) is a clothing and outdoor specialist retailer. NTO has had success with its B2C store using B2C Commerce, supported by Service Cloud and Marketing Cloud for customer service and email campaigns, respectively.

Now, NTO wants to increase its revenue by making personalized product recommendations using Einstein Web & Email Recommendations in Marketing Cloud. These recommendations should be consistent across email, storefront, and service console. Which two things should a Solution Architect consider before recommending this approach?

Choose 2 answers

- A. Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations.
- B. Email should be used as the unique identifier since B2C Commerce and Service Cloud may not have the Marketing Cloud Contact Key.
- C. The service console will need a customized Lightning component to display the recommendations.
- D. Product Catalogs can be configured natively to sync from B2C Commerce to Marketing Cloud using a point and click configuration.

**Answer: A,C**

Explanation:

A: The service console does not have a native integration with Einstein Web & Email Recommendations, so a customized Lightning component is needed to display the recommendations based on the customer's browsing and purchase history. C. Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations based on the product catalog and customer behavior of each market. This also provides data segregation and customization for each storefront. References:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_pb\\_einstein\\_web\\_recommendations.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_pb_einstein_web_recommendations.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.mc\\_pb\\_product\\_catalog.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_pb_product_catalog.htm&type=5)

## NEW QUESTION # 99

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