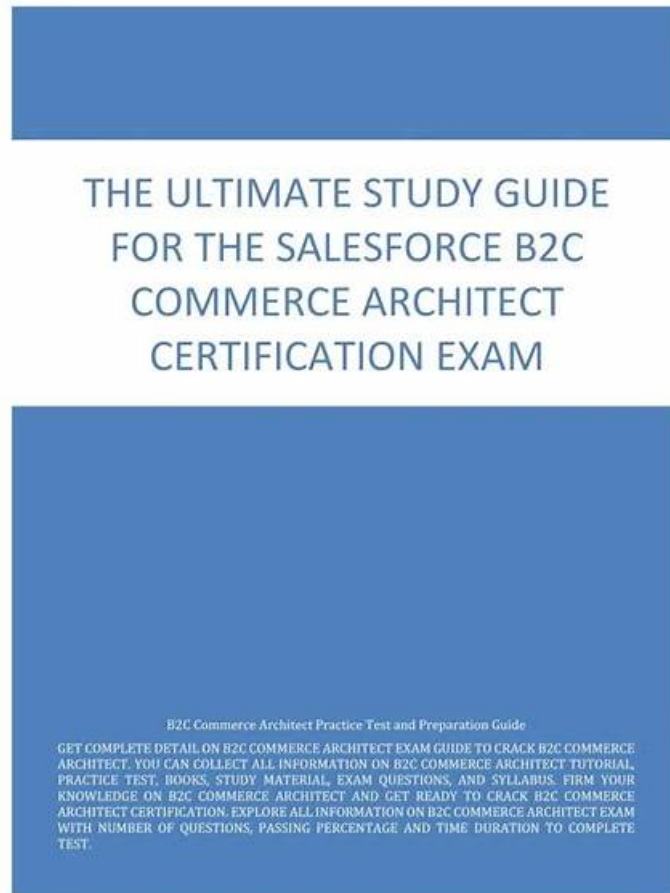


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Salesforce Certified B2C Commerce Architect Sample Questions (Q39-Q44):

NEW QUESTION # 39

The Client currently manages Customers, Inventory, and Product Information with dedicated backend systems as shown In the Systems Diagram below. There is also an external Email Marketing System (EMS) in place.

The EMS needs order data to email recommendations to customers using an existing email campaign. These recommendations should be to only send for products that are in stock. The EMS has no access to the backend systems so this data should come from the Salesforce B2C Commerce site.

Which relationships should be added to the Systems Diagram to complete it and fulfill the chart requirements necessary for the email campaign?

- A. Order, Customer, and Product data should be exported from Staging. Inventory data should be exported from Production.
- B. Order, Customer, and Inventory data should be exported from Production. Product data should be exported from staging.
- C. Order and Inventory should be exported from Production. Products should be exported from Staging. Customers should be exported from the external Customer Management System.
- **D. Order and Customer data should be exported from Production. Product and Inventory data should be exported from Staging.**

Answer: D

Explanation:

In the given scenario, where the Email Marketing System (EMS) requires order data to send product recommendations based on stock availability, it is crucial that the most up-to-date and relevant data is used.

Here's why the chosen data sources are appropriate:

* Order and Customer Data from Production: Since order and customer interactions occur in real- time, exporting this data from the Production environment ensures that the most current information is used for the email marketing campaigns. This accuracy is vital for personalization and timeliness of the communications sent to customers.

* Product and Inventory Data from Staging: Given that the staging environment is typically one step behind production and is used for testing before changes go live, it provides a stable dataset that reflects what is currently live without the risk of including any unvetted changes. This setup is suitable for inventory and product data, which are less susceptible to minute-by-minute changes compared to order data and can be pre-validated before use in marketing efforts.

This configuration helps ensure that the EMS has access to reliable data reflecting current stock levels and product details, which is essential for crafting accurate marketing messages based on product availability.

NEW QUESTION # 40

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to implement an Abandoned Cart Solution Workflow so that personalized messages are sent to shoppers who add items to their cart but abandon the B2C Commerce storefront.

Which two options should a Solution Architect recommended to meet this requirement? Choose 2 answers

- **A. Configure streaming updates for catalog importing, implement Google Analytics tracking, and leverage Journey Builder to trigger an abandoned cart message.**
- B. Configure streaming updates for catalog importing, implement the Collect Tracking Code, and leverage Journey Builder to trigger an abandoned cart message.
- **C. Configure B2C Commerce catalog, product, order, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.**
- D. Configure B2C Commerce catalog, product, inventory, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through

Answer: A,C

Explanation:

Journey Builder.

NEW QUESTION # 41

A B2C Commerce Developer has just finished implementing a new promotion code form on checkout. During review, an Architect notes that the form is not using CSRF validation correctly.

Which two options are best practice recommendations for dealing with CSRF validation? Choose 2 answers

- **A. Ensure the CSRF protection is validated on form submission.**
- B. Only use GET methods over HTTPS.
- **C. Only use POST methods over HTTPS.**
- D. Automatically renew the CSRF Token if expired.

Answer: A,C

Explanation:

For implementing CSRF (Cross-Site Request Forgery) protection correctly, especially in forms like promotion code submissions during checkout, best practices include:

* Option A (Ensure the CSRF protection is validated on form submission): It is crucial to validate the CSRF token upon the form's submission to ensure that the request originates from a legitimate source and corresponds to the user's intended actions, enhancing security against CSRF attacks.

* Option D (Only use POST methods over HTTPS): Using POST methods for transmitting form data helps mitigate the risk of CSRF attacks as opposed to GET methods which can be manipulated more easily via URL. Ensuring the communication is over HTTPS encrypts the transmission, securing the data from interception or tampering during transit.

These practices safeguard against common security vulnerabilities and ensure that the application adheres to secure coding standards.

NEW QUESTION # 42

A company manages its regional operations as separate businesses. The regional sites (Site A and Site B) operate with:

- * Separate realms
- * Different code bases
- * Different category navigation menus
- * Frequent updates on category structure

The requirement from the business is to provide hreflang link tags on category pages pointing to the same category on the other regional site. Example HTML for one of these links as displayed on Site A is:

Which solution should the Architect choose while keeping performance in mind?

- A. Create additional locales in all realms create a new custom attribute on the category that is localized. Populate the attribute with the other site URLs and use it to display the hreflang tag.
- B. Create a new custom object type. Populate the hreflang mapping for each category and locale in this custom object. Use the custom object to display the hreflang link tag.
- **C. Create a new custom attribute on the Category. Populate the attribute with the other entire site URLs corresponding to locales in JSON Format. Use the attribute to display the hreflang link tag.**
- D. Create a custom Business Manager module. Ask the business to maintain the hreflang link tags for each regional site in this Business Manager module.

Answer: C

NEW QUESTION # 43

The Client has requested an Architect's help in documenting the architectural approach to a new home page. The requirements provided by the business are:

- * Multiple areas of static image content, some may need text shown at well
- * The content page must be Realizable
- * A carousel of featured products must be shown below a banner
- * Recommended categories will be featured based on the time of year

Which two solutions would fulfil these requirements?

Choose 2 answers

- **A. Leverage B2C Commerce Page Designer with a dynamic layout.**
- B. Leverage B2C Commerce Content Management Service

- C. Leverage B2C Commerce content slots and assets
- D. Leverage B2C Commerce locales in Business Manager

Answer: A,C

Explanation:

To fulfill the requirements of having multiple static image content areas, a carousel of featured products, and dynamic content adjustments based on the time of year:

Option C (Leverage B2C Commerce content slots and assets): This solution allows for dynamic content management where different assets and slots can be used to manage and display static images, text overlays, and other content variations effectively.

Option D (Leverage B2C Commerce Page Designer with a dynamic layout): Using the Page Designer with a dynamic layout enables the easy assembly of complex page designs, including carousels and responsive elements that adjust based on viewing device or other criteria like time of year. This tool provides the flexibility required for real-time customization and resizability of page elements. These solutions provide robust and flexible management of site content that meets the business's needs for a visually engaging and adaptable homepage.

NEW QUESTION # 44

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