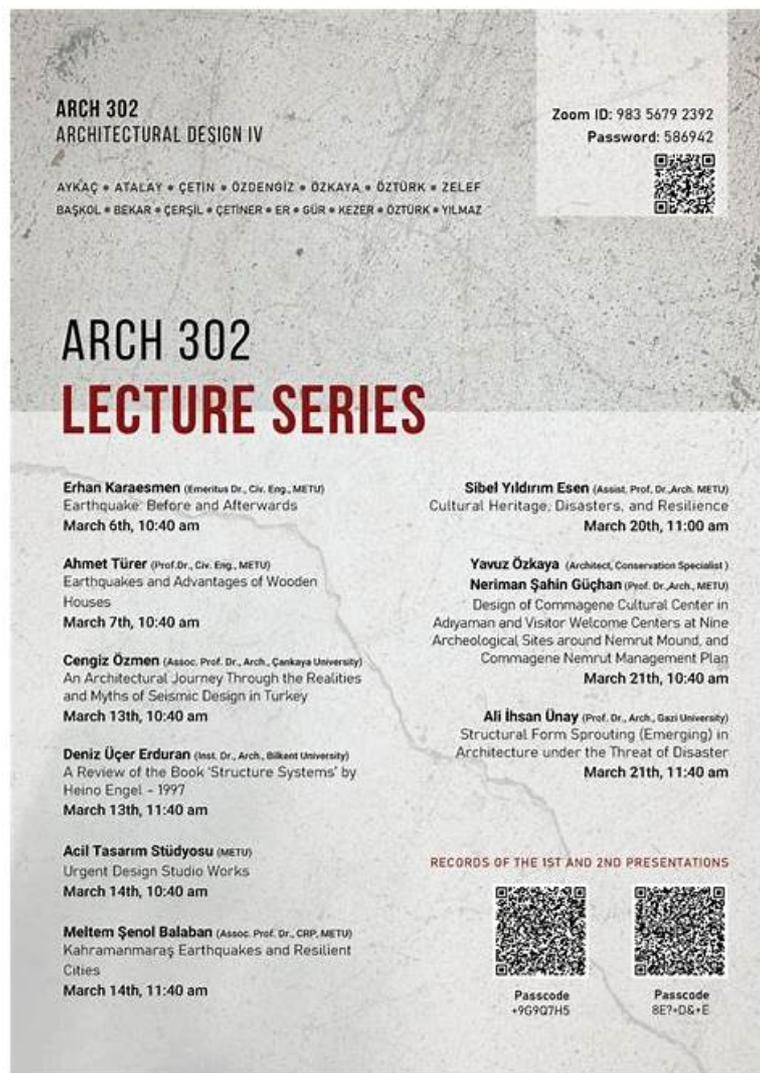


Arch-302資料勉強、Arch-302日本語版試験解答



ARCH 302
ARCHITECTURAL DESIGN IV

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Zoom ID: 983 5679 2392
Password: 586942

ARCH 302
LECTURE SERIES

Erhan Karaesmen (Emeritus Dr., Civ. Eng., METU)
Earthquake: Before and Afterwards
March 6th, 10:40 am

Ahmet Türer (Prof. Dr., Civ. Eng., METU)
Earthquakes and Advantages of Wooden Houses
March 7th, 10:40 am

Cengiz Özmen (Assoc. Prof. Dr., Arch., Çankaya University)
An Architectural Journey Through the Realities and Myths of Seismic Design in Turkey
March 13th, 10:40 am

Deniz Üçer Erduran (Inst. Dr., Arch., Bilkent University)
A Review of the Book 'Structure Systems' by Heino Engel - 1997
March 13th, 11:40 am

Acil Tasarım Stüdyosu (METU)
Urgent Design Studio Works
March 14th, 10:40 am

Meltem Şenol Balaban (Assoc. Prof. Dr., CRP, METU)
Kahramanmaraş Earthquakes and Resilient Cities
March 14th, 11:40 am

Sibel Yıldırım Esen (Assist. Prof. Dr., Arch., METU)
Cultural Heritage, Disasters, and Resilience
March 20th, 11:00 am

Yavuz Özkaya (Architect, Conservation Specialist)
Neriman Şahin Güçhan (Prof. Dr., Arch., METU)
Design of Commagene Cultural Center in Adyaman and Visitor Welcome Centers at Nine Archeological Sites around Nemrut Mound, and Commagene Nemrut Management Plan
March 21th, 10:40 am

Ali İhsan Ünay (Prof. Dr., Arch., Gazi University)
Structural Form Sprouting (Emerging) in Architecture under the Threat of Disaster
March 21th, 11:40 am

RECORDS OF THE 1ST AND 2ND PRESENTATIONS

Passcode +9G9Q7H5 Passcode 8E7+D&+E

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Salesforce Certified B2C Solution Architect 認定 Arch-302 試験問題 (Q138-Q143):

質問 # 138

A company wants to use Marketing Cloud to send customer electronic receipts that originate from its point of sale (POS) system. The company has a need for the receipt to be sent no more than 10 minutes after purchase and would like to track all email sends that are being placed to that customer. The Marketing Cloud Contact Key should be the Service Cloud Contact ID. What solution should a Solution Architect recommend to achieve this need?

- A. Make an API call from the POS to Marketing Cloud to send the electronic receipt. No call is required to Service Cloud to fetch the Contact ID as this information is already available at the POS.
- B. Make an API call from the POS to Service Cloud to add the customer if they do not exist; leverage a custom object to send details to Marketing Cloud via Marketing Cloud Connect and synchronized data sources to send the electronic receipt.
- C. Make an API call from the POS to Marketing Cloud to send the electronic receipt and then call Service Cloud to add the customer if they do not exist. Use an automation in Marketing Cloud nightly to remove any duplicate contacts that may be introduced with Marketing Cloud Connect.
- D. Make an API call from the POS to Service Cloud to retrieve the Service Cloud Contact ID. If the customer does not exist, submit a POST to Service Cloud to create the Contact ID, then send the Contact ID to Marketing Cloud via an API to send the electronic receipt.

正解: A

解説:

This solution allows the company to send the electronic receipt in near real time using the Marketing Cloud Transactional Messaging API, which can handle high-volume and time-sensitive messages. The POS system already has the Service Cloud Contact ID for the customer, so there is no need to make an extra API call to Service Cloud to fetch it. The Service Cloud Contact ID can be passed as the Marketing Cloud Contact Key to ensure data consistency across the systems. References:

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api> https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5

質問 # 139

A university has several branded schools scattered across different colleges. Each of which has its own finances, business processes, and strategies for engaging students. They would like to introduce a university-wide communications strategy that allows their recruitment team to market to potential students globally while allowing each department to recruit existing students for its own programs. They are looking for an environment strategy across their potential purchases of Salesforce and Marketing Cloud. What should a Solution Architect recommend to meet their needs?

- A. Marketing Cloud with multiple business units and a single, consolidated Salesforce org spanning all departments
- B. Marketing Cloud and Marketing Cloud Connect across multiple connected Salesforce orgs
- C. Marketing Cloud and a single, consolidated Salesforce org spanning all departments
- D. Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing Cloud Connect

正解: D

解説:

Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing Cloud Connect is the option that a Solution Architect should recommend to meet the university's needs.

Marketing Cloud allows the university to create and execute personalized marketing campaigns across various channels and audiences. Multiple business units enable the university to have separate sub-accounts for each branded school or department, with different permissions, settings, and content. Multiple existing Salesforce orgs allow the university to maintain their existing finances, business processes, and strategies for each college or school. Marketing Cloud Connect enables the integration between Marketing Cloud and Salesforce orgs, allowing for data synchronization, cross-cloud reporting, and journey activation.

質問 # 140

Universal Containers has an existing loyalty program that rewards its customers for purchases and frequent shopping with points that can be redeemed in store or online. They want to transform their existing loyalty program by investing in tools like Marketing Cloud, Salesforce Loyalty Management and COP- They want to start segmenting their most loyal customers based on their online engagement and purchase history.

Which three actions should a Solution Architect recommend they consider taking with the tools they are investing in?
Choose 3 answers

- A. Segment Individuals within CDP C.Q Segment Journeys within CDP
- B. Create Journeys by tiers in Marketing Cloud
- C. Curate tiered experiences in Marketing Cloud
- D. Curate tiered experiences in Loyalty Management

正解: B、C、D

解説:

Curating tiered experiences in Marketing Cloud allows the company to create personalized content and offers based on the loyalty level of the customers. Segmenting Journeys within CDP enables the company to use data from multiple sources to create customer segments and target them with relevant messages across channels. Creating Journeys by tiers in Marketing Cloud allows the company to design and execute customer journeys based on the loyalty program tiers and goals.

質問 # 141

Northern Trail Outfitters (NTO) hosts a customer care portal using Service Cloud. The portal uses Marketing Cloud for customer interaction for a number of use cases, including customer sign-up and updates on toggled cases. NTO has decided that the connectors provided by Salesforce are not flexible enough for their needs, so they would like to explore a programmatic approach for doing so.

Which two considerations should a Solution Architect point out to NTO as it moves forward to integrate the Service Cloud portal with Marketing Cloud for customer interaction? Choose 2 answers

- A. The Marketing REST API calls are asynchronous, with timeout values of 120 for non-tracking operations and 300 seconds for tracking and data retrieve operations.
- B. NTO can use Marketing Cloud REST API for integrating with Service Cloud.
- C. NTO can use Marketing Cloud SOAP API for integrating with Service Cloud.
- D. The Marketing REST API uses XML request and response bodies and resource endpoints to support multi-channel use.

正解: B、C

解説:

Marketing Cloud provides both REST and SOAP APIs for integrating with other systems, including Service Cloud. Both APIs can be used to perform various operations such as creating, updating, or deleting data objects, triggering messages, retrieving tracking data, and more. The REST API uses JSON request and response bodies, while the SOAP API uses XML request and response bodies. The choice of API depends on the use case, preference, and compatibility of the systems involved. References:

* <https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm>

* <https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-getting-started.meta/mc-getting-started/getting-started-with-marketing-cloud-apis.htm>

質問 # 142

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

正解: A、B

解説:

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

質問 # 143

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