

Study Arch-302 Group & Arch-302 Exam Introduction

ARCH 302
ARCHITECTURAL DESIGN IV

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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



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Salesforce Certified B2C Solution Architect Sample Questions (Q12-Q17):

NEW QUESTION # 12

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

Answer: D

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

NEW QUESTION # 13

A company uses a Salesforce solution to sell one-off products and subscription-based products to its customers. However, the company wants to let customers save their payment details when buying products online using credit cards, in order to facilitate a one-click ordering mechanism as well as an automatic payment for subscription-based item renewals. What should a Solution Architect recommend to store payment information while still maintaining security and compliance?

- A. Store a tokenized value for the payment card.
- B. Hash and store the payment card details.
- C. Store raw payment card details on the customer's profile.
- D. Store Base64 encoded payment card details.

Answer: A

Explanation:

This answer is correct because it is a way to store payment information while still maintaining security and compliance. A tokenized payment card is a method that replaces sensitive card data with a unique identifier or token that cannot be mathematically reversed. The actual card data is stored in a secure vault by a payment processor or gateway. This way, the company can facilitate one-click ordering and automatic payment without exposing or storing the actual card data. References: https://help.salesforce.com/s/articleView?id=sfb2c_commerce_payment_processing.htm&type=5

NEW QUESTION # 14

A company has a multi-cloud implementation that involves an Experience Cloud portal, Service Cloud for case management, and Marketing Cloud for customer interaction.

The company wants all changes in Salesforce data-including creation, updates, deletion, and undeletion of a record-to be synchronized to its custom-built retail loyalty application in near-real time without significantly impacting the overall system performance.

Which option is the most appropriate integration mechanism for this scenario?

- A. Outbound Messages

- B. Triggered Send Definition
- **C. Change Data Capture**
- D. Apex Trigger Callout

Answer: C

Explanation:

Change Data Capture is an event-driven integration mechanism that allows near-real-time synchronization of Salesforce data changes with external systems. It does not impact the system performance as it uses asynchronous processing and does not require triggers or code. References: https://developer.salesforce.com/docs/atlas.en-us.change_data_capture.meta/change_data_capture/cdc_intro.htm

NEW QUESTION # 15

A large cosmetics company is planning a customer marketing campaign this summer that allows early access to new product launches in exchange for consent to contact participants through text or email. Future communications to those who 'opt-in' includes information on future product launches, store events, and holiday promotions.

The company plans to offer a 'preference center' within the commerce experience, where authenticated users can opt-in or opt-out of various methods of direct communication.

In which two ways should a Solution Architect define the appropriate systems and methods for user registration and communication preferences, and recommend where native platform functionality within each platform may need to be extended?

Choose 2 answers

- **A. Allow customers to unsubscribe via email with one click, and opt-in or opt-out of specific communication methods through a hosted preference center.**
- B. Implicitly enroll all customers in direct mobile communications during checkout, and allow customers to opt-in or opt-out of all services via email sent by Marketing Cloud.
- C. Allow cookie consent to auto-enable email and/or mobile communications directly to the customer.
- **D. Use native B2C Commerce registration options during the browse and checkout experience, and extend these features to provide an opt-in or opt-out communication preference center on a secure page within the same storefront UI.**

Answer: A,D

Explanation:

* Option B is correct because allowing customers to unsubscribe via email with one click is a best practice for email marketing and compliance with anti-spam laws, and allowing customers to opt-in or opt-out of specific communication methods through a hosted preference center is a way to provide more granular control and personalization for customers.

* Option C is correct because using native B2C Commerce registration options during the browse and checkout experience is a way to capture customer information and consent, and extending these features to provide an opt-in or opt-out communication preference center on a secure page within the same storefront UI is a way to leverage the existing B2C Commerce platform and provide a consistent user experience.

* Option A is incorrect because allowing cookie consent to auto-enable email and/or mobile communications directly to the customer is not a valid or sufficient way to obtain customer consent for direct marketing purposes, and may violate privacy laws and regulations.

* Option D is incorrect because implicitly enrolling all customers in direct mobile communications during checkout is not a valid or sufficient way to obtain customer consent for direct marketing purposes, and may violate privacy laws and regulations. Additionally, allowing customers to opt-in or opt-out of all services via email sent by Marketing Cloud is not a user-friendly or secure way to manage customer preferences.

References:

- * [Certification - B2C Solution Architect - Trailhead]
- * [Study for the B2C Solution Architect Certification | Salesforce - Trailhead]
- * [B2C Solution Architect Certification Guide | Salesforce Ben]

NEW QUESTION # 16

A merchant wants to store past purchase history in Marketing Cloud to use for segmentation and personalization of promotional emails.

All data must be encrypted at rest to comply with the merchant's security standards.

Which solution is appropriate?

- A. Tokenized Sending

- B. Transparent Data Encryption
- **C. Field Level Encryption**
- D. Shield Platform Encryption

Answer: C

Explanation:

Field Level Encryption is a feature that allows encrypting data at field level in Marketing Cloud. It encrypts data at rest to facilitate compliance with data privacy and security regulations. It also allows importing encrypted data into Marketing Cloud and decrypting it at send time. References: https://help.salesforce.com/s/articleView?id=sf.mc_overview_field_level_encryption.htm&language=en_US&type=5

NEW QUESTION # 17

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As a programmer, he has tried for many years New Arch-302 Exam Price to make using a computer as simple as using a toaster but has yet to succeed. Marianne Moon has worked in the publishing world Valid Braindumps Arch-302 Files for many years as proofreader, editor, and writer-sometimes all three simultaneously.





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