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Salesforce Certified B2C Solution Architect Sample Questions (Q87-Q92):

NEW QUESTION # 87
A company is using both Service Cloud and B2C Commerce but they are not using Mulesoft or any other integration middleware and do not plan on adding that in the near future. However, there is a need to keep customer records in sync across both Service

Cloud and B2C Commerce. When a change to the customer record in Service Cloud takes place, such as an updated customer name, the same customer record should be updated in B2C Commerce. Assume that there is a common ID that uniquely identifies the customer across the two systems.

How should a Solution Architect deliver the desired functionality?

- A. Use change data capture to send a message from Service Cloud and catch and handle the message using B2C Commerce Service Cloud Connector
- B. Develop a custom solution in Service Cloud to consume and communicate with B2C Commerce APIs
- C. Send a platform event from Service Cloud and subscribe to the platform event in B2C Commerce using the built-in functionality
- D. Send an Outbound Message from Service Cloud and catch and handle the Outbound Message using the B2C Commerce APIs

Answer: B

Explanation:
A custom solution in Service Cloud can use Apex or Lightning Web Components to call the B2C Commerce APIs and update the customer records in B2C Commerce. This option provides the most flexibility and control over the integration logic and error handling. Platform events, outbound messages, and change data capture are not supported by B2C Commerce out of the box, so they would require additional development or middleware to handle them. References:
* https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode
/apex_rest_code_sample_basic.htm
* https://developer.salesforce.com/docs/component-library/documentation/en/lwc/lwc.data_wire_example
* https://documentation.b2c.commercecloud.salesforce.com/DOC1/index.jsp?
topic=%2Fcom.demandware.dochelp%2FOCAPI%2Fcurrent%2Fusage%2FRESTAPIs.html

NEW QUESTION # 88
A company recently launched their ecommerce sites for three countries: Australia, New Zealand, and Singapore. The company is now looking to set up marketing automations using Marketing Cloud.

Their B2C Commerce is configured with two realms: ANZ and SE Asia. Each country has a site within their respective realm: Australia and New Zealand sites are within ANZ and Singapore is within SE Asia.

Which account hierarchy should a Solution Architect recommend for the Marketing Cloud set up?

- A. Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm
- B. Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm
- C. Use a separate Marketing Cloud tenant for each site
- D. Use a single Marketing cloud tenant and map business units to each realm

Answer: A

Explanation:
Marketing Cloud account hierarchy is the way of organizing Marketing Cloud accounts and business units to support different business needs and use cases. A Marketing Cloud tenant is a top-level account that contains one or more business units. A business unit is a sub-account that can have its own data, content, users, and permissions. To set up Marketing Cloud account hierarchy for a company that has ecommerce sites for three countries: Australia, New Zealand, and Singapore, a Solution Architect should recommend the following:
* Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm. This option allows the company to have a centralized account that can manage all the sites across different countries and regions. It also allows the company to have separate business units for each site that can have their own data, content, users, and permissions. This way, the company can maintain consistency and compliance across all the sites, while also enabling personalization and segmentation for each site.
Option A is incorrect because using a separate Marketing Cloud tenant for each site is not necessary or advisable. It would create complexity and inefficiency in managing multiple accounts and duplicating data and content across them. It would also increase the cost and maintenance of the solution. Option B is incorrect because using a separate Marketing Cloud tenant for each realm and mapping business units to sites within each realm is not optimal or scalable. It would create inconsistency and fragmentation between the realms and limit the ability to share data and content across them. It would also increase the cost and maintenance of the solution. Option D is incorrect because using a single Marketing Cloud tenant and mapping business units to each realm is not sufficient or flexible. It would not allow the company to have separate data, content, users, and permissions for each site within a realm. It would also limit the ability to personalize and segment for each site. References:
* https://help.salesforce.com/s/articleView?id=sf.mc_overview_account_hierarchy.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.mc_overview_business_units.htm&type=5

NEW QUESTION # 89

Which two considerations should the Solution Architect keep in mind while designing the solution for OOBO?
Choose 2 answers

- A. The Service Agent cannot order on behalf of the customer if the customer is offline.
- B. Every REST call between B2C Commerce and Service Cloud counts towards API governor limits.
- C. The OOBO shopping experience requires that Salesforce service agent users authenticate against the B2C Commerce environment before creating the shopping session.
- D. Middleware, like Mulesoft, must be used to ensure the security and uptime of the integration between B2C Commerce and Service Cloud.

Answer: B,C

Explanation:
The REST calls between B2C Commerce and Service Cloud are subject to API governor limits, which can affect the performance and availability of the integration. The service agent users need to have B2C Commerce permissions and access keys to log in and place orders on behalf of registered storefront shoppers.

NEW QUESTION # 90

A Solution Architect is working on a project that will use Service Cloud and Marketing Cloud. The company is concerned about its service agents' productivity, since they will sometimes also require access to Marketing Cloud. The company wants the Solution Architect to implement a solution that lets agents authenticate and access all systems with the least possible clicks. The company wants agents to confirm their identity using multi-factor authentication (MFA) upon logging in to either system.
Which three activities does the Solution Architect need to complete in order to meet the company's requirements?
Choose 3 answers

- A. Enable MFA on the identity provider (IDP).
- B. Define which system is acting as an identity provider (IDP).
- C. Enable SSO on both Service Cloud and Marketing Cloud.
- D. Configure Marketing Cloud Connect,
- E. Enable Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP).

Answer: A,B,C

Explanation:
* Option A is correct because enabling SSO on both Service Cloud and Marketing Cloud is a necessary step to allow agents to authenticate and access all systems with the least possible clicks, as they only need to log in once with their credentials and then switch between systems seamlessly.
* Option B is correct because defining which system is acting as an identity provider (IDP) is a necessary step to configure SSO between Service Cloud and Marketing Cloud, as it determines which system will verify the identity of the agents and issue authentication tokens for the other system.
* Option E is correct because enabling MFA on the identity provider (IDP) is a necessary step to meet the company's requirement of confirming the identity of the agents using multi-factor authentication (MFA) upon logging in to either system. MFA adds an extra layer of security by requiring agents to enter a verification code or use another device besides their username and password.
* Option C is incorrect because configuring Marketing Cloud Connect is not a necessary step to enable SSO between Service Cloud and Marketing Cloud, as it is used for data synchronization and integration purposes, not for authentication or access management.
* Option D is incorrect because enabling Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP) are not necessary steps to enable SSO between Service Cloud and Marketing Cloud, as they are used for different purposes. ADFS is used for federating identities across different domains or organizations, while Salesforce Event Monitoring is used for tracking user activity and performance within Salesforce.
References:
* [Get Started with B2C Solution Architect Cert Prep - Trailhead]
* [Certification - B2C Solution Architect - Trailhead]

NEW QUESTION # 91

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

Answer: A

Explanation:
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.

NEW QUESTION # 92

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