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Salesforce Certified B2C Solution Architect Sample Questions (Q77-Q82):

NEW QUESTION # 77

A company actively uses CI/CD processes for its Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to its architecture. Under the current setup, each developer has their own developer sandbox. Developers merge their changes into a sandbox for QA regularly, and then once every week, changes are moved to staging, then from staging to production instances. Which setup should a Solution Architect propose to support this development approach considering costs and data segregation?

- A. Set up one Marketing Cloud instance with a business unit for production and one business unit for testing which is connected to all Service Cloud sandboxes.
- B. Set up one Marketing Cloud instance for each sandbox in Service Cloud in order to guarantee data segregation.
- C. Set up one Marketing Cloud instance for production, and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes.
- D. Set up one Marketing Cloud instance to use with sandboxes for testing and replicate all changes to production.

Answer: C

Explanation:

A Marketing Cloud sandbox is a separate instance that can be used for testing and development purposes. It can be connected to multiple Service Cloud sandboxes using Marketing Cloud Connect. This setup allows data segregation and cost efficiency, as opposed to creating multiple Marketing Cloud instances or business units. References: https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_sandbox.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_connect_multiple_salesforce_orgs.htm&type=5

NEW QUESTION # 78

A global pharmaceutical company wants to roll-out online shopping for customers in multiple countries and needs a quick return on investment (ROI). The company is considering how to market products from prenatal vitamins to drug therapies that improve neonatal outcomes.

Each country has its own regulations around marketing and online sales. Some countries may not allow marketing to Individuals, but will allow marketing to healthcare providers and have different regulations for various channels and touchpoints. In some countries, they are allowed to use curated social content for product ratings and discussions. In addition, branding is uniquely defined in each country so the company would like to combine e-commerce with existing content management systems.

What strategy should a Solution Architect recommend to solve these needs?

- A. Multi-org approach with Service Cloud, LINK cartridges and translation workbench, and Partner and Customer Communities.
- B. Multi-org approach with Partner and Customer Communities, B2C Commerce, Heroku, and Mulesoft for SFKA-style development.
- C. B2C Commerce, Marketing Cloud, and Experience Builder with multi-Currency and translation workbench.
- D. Headless B2C Commerce. LINK cartridges. SFRA-style development with Heroku and MuleSoft.

Answer: D

Explanation:

A headless B2C Commerce approach can help solve the needs by decoupling the front-end presentation layer from the back-end commerce functionality. This can allow the company to leverage their existing content management systems and deliver consistent branding across different countries. LINK cartridges can help integrate B2C Commerce with third-party systems and services, such as payment providers, tax calculators, or social media platforms. SFRA-style development can help create a responsive and customizable storefront that follows best practices and standards. Heroku and MuleSoft can help build and connect custom applications and APIs that support the complex business logic and data flows required by the global pharmaceutical company.

References:

- * https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_headless.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_link.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_sfra.htm&type=5
- * <https://www.salesforce.com/products/platform/overview/>
- * <https://www.mulesoft.com/platform/enterprise-integration>

NEW QUESTION # 79

A company is planning a promotion during the holiday season and will include retail stores as an inventory source exposed only on their commerce storefront. However, they are concerned about the risk of overselling due to a heavily marketed pre-holiday product launch.

In which three ways should a Solution Architect define an architectural solution to both mitigate the risk of overselling and allow for a positive customer service experience in the event inventory falls short?

Choose 3 answers

- A. Use both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock.
- B. Call real-time inventory services directly throughout the product grid and checkout experience to ensure accurate inventory count for every available SKU is displayed to the shopper.
- C. Use Order Management capabilities to support the redirection of orders placed to warehouses or stores showing inventory for all, or most, of the SKU-level products in the order.
- D. Call real-time inventory services on product and cart pages to confirm that inventory has not changed.
- E. Use Service Cloud to text all registered customers when any product comes back in stock.

Answer: B,C,D

Explanation:

A real-time inventory service is a service that allows accessing and displaying the current inventory levels of products or SKUs across different locations or sources, such as warehouses or stores. A real-time inventory service can help provide accurate and consistent inventory information to customers and staff, avoid overselling or underselling products, and optimize order fulfillment and delivery processes. To define an architectural solution that both mitigates the risk of overselling and allows for a positive customer service experience in the event inventory falls short, a Solution Architect should include the following ways:

* Call real-time inventory services directly throughout the product grid and checkout experience to ensure accurate inventory count for every available SKU is displayed to the shopper. By calling real-time inventory services directly throughout the product grid and checkout experience, the Solution Architect can provide up-to-date and reliable inventory information to shoppers on every page where they can view or select products or SKUs. This can help prevent shoppers from adding out-of-stock items to their cart or placing orders that cannot be fulfilled.

* Use Order Management capabilities to support the redirection of orders placed to warehouses or stores showing inventory for all, or most, of the SKU-level products in the order. By using Order Management capabilities, such as Salesforce Order Management or B2C Commerce Order Management, the Solution Architect can support the redirection of orders placed to different locations or sources based on their inventory availability and other factors, such as cost, speed, or sustainability. This can help optimize order fulfillment and delivery processes, reduce shipping costs and delays, and increase customer satisfaction.

* Call real-time inventory services on product and cart pages to confirm that inventory has not changed.

By calling real-time inventory services on product and cart pages, the Solution Architect can confirm that inventory has not changed since the last page load or refresh. This can help detect any discrepancies or conflicts between the displayed inventory information and the actual inventory levels, such as when another shopper has purchased the same item in the meantime. This can help avoid overselling products or disappointing customers with inaccurate inventory information.

Option A is incorrect because using Service Cloud to text all registered customers when any product comes back in stock is not a way to mitigate the risk of overselling or allow for a positive customer service experience in the event inventory falls short. Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud does not provide any functionality or capability related to real-time inventory services or order management. Option D is incorrect because using both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock is not a way to mitigate the risk of overselling

NEW QUESTION # 80

A customer is using B2C Commerce, Marketing Cloud, Service Cloud, and Experience Cloud. They would like to leverage Salesforce CMS to create common content that can be leveraged across customer touchpoints.

Which two products can leverage Salesforce content without custom integration?

Choose 2 answers

- A. Marketing Cloud
- B. Experience Cloud
- C. B2C Commerce
- D. Service Cloud

Answer: B,C

Explanation:

Salesforce CMS is a product that allows creating, managing, and delivering content across different channels and devices. Salesforce CMS can create common content that can be leveraged across customer touchpoints, such as websites, portals, apps, etc. The products that can leverage Salesforce content without custom integration are:

* Experience Cloud: Experience Cloud is a product that allows creating branded websites and portals for customers, partners, or employees. Experience Cloud can leverage Salesforce content without custom integration, by using CMS Connect or CMS Collections to display content from Salesforce CMS on Experience Cloud pages.

* B2C Commerce: B2C Commerce is a product that allows creating ecommerce websites and storefronts for online shopping. B2C Commerce can leverage Salesforce content without custom integration, by using CMS Connect or CMS Collections to display content from Salesforce CMS on B2C Commerce pages.

Option C is incorrect because Marketing Cloud is a product that allows creating and delivering personalized marketing campaigns across different channels and devices. Marketing Cloud cannot leverage Salesforce content without custom integration, as it requires using APIs or custom code to access content from Salesforce CMS. Option D is incorrect because Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud cannot leverage Salesforce content without custom integration, as it requires using APIs or custom code to access content from Salesforce CMS.

References:

* https://help.salesforce.com/s/articleView?id=sf.cms_overview.htm&type=5

* https://help.salesforce.com/s/articleView?id=sf.networks_cms_connect.htm&type=5

* https://help.salesforce.com/s/articleView?id=sf.networks_cms_collections.htm&type=5

NEW QUESTION # 81

Northern Trail Outfitters (NTO) exported all the Account records from Salesforce and used a data transformation tool to clean up values in the phone field using a standardized format. The export file has more than 2 million records. During previous data loads for similar updates on the Account object, NTO did not experience any issues with row lock.

Which feature of Data Loader should be used to load this data back into Salesforce faster?

- A. Bulk API Serial Mode
- **B. Bulk API**
- C. SOAP API
- D. REST API

Answer: B

Explanation:

Bulk API is a feature of Data Loader that allows loading large amounts of data into Salesforce faster and more efficiently. Bulk API uses asynchronous processing to handle data in batches, which reduces network overhead and improves performance. Bulk API is suitable for loading data files with more than 20,000 records or larger than 10 MB. The export file has more than 2 million records, so Bulk API should be used to load this data back into Salesforce faster. References:

* https://help.salesforce.com/s/articleView?id=sf.data_loader_bulk.htm&type=5

* https://developer.salesforce.com/docs/atlas.en-us.api_async.meta/api_async/api_async_api_intro.htm

NEW QUESTION # 82

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