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ARCH 302
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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 Adıyaman 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

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Salesforce Certified B2C Solution Architect Arch-302 Prüfungsfragen mit Lösungen (Q104-Q109):

104. Frage

A company is in the process of defining the right systems to deliver key capabilities for its B2C business. The company has about 2 million customers, each placing an average of 100 orders each year through its existing B2C Commerce platform.

The company needs a system that can:

- * Deliver a full list of all customer orders throughout their engagement lifetime
- * Provide lifetime engagement tracking and history of the customer
- * Calculate the lifetime value of customers based on their orders

Which three systems should a Solution Architect recommend to meet the company's requirements? Choose 3 answers

- A. Heroku
- B. Sales Cloud
- **C. Salesforce Order Management**
- **D. Marketing Cloud**
- **E. Service Cloud**

Antwort: C,D,E

Begründung:

These answers are correct because they are systems that can meet the company's requirements for delivering a full list of all customer orders throughout their engagement lifetime, providing lifetime engagement tracking and history of the customer, and calculating the lifetime value of customers based on their orders. Salesforce Order Management can manage order lifecycle from capture to fulfillment across multiple channels. Service Cloud can provide a complete view of customer interactions across sales, service, marketing, and commerce.

Marketing Cloud can track customer engagement across email, mobile, social, web, and more. CRM Analytics can provide insights into customer lifetime value based on order data and engagement history.

References: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_oms_integration.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.icx_b2c_crosscloudengagement_connectors.htm&language=en_US&type=5

<https://www.salesforce.com/products/marketing-cloud/what-is-marketing-cloud/>

105. Frage

A company, currently using B2C Commerce and Service Cloud, has recently purchased and integrated Salesforce Order Management into its order flow. One of the first projects the company would like to complete is to allow its customers to purchase online and pick up their order in the store.

What flow should a Solution Architect suggest to facilitate this request?

- A. B2C Commerce exports the order to Service Cloud and Salesforce Order Management at the same time. Once the order is picked up by the customer, Service Cloud sends the final status to Salesforce Order Management and B2C Commerce.
- B. B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud sends the final status to B2C Commerce.
- C. B2C Commerce exports the order to Service Cloud. Service Cloud passes the order information to Salesforce Order Management. Once the order is picked up by the customer, Salesforce Order Management updates the final status in Service Cloud.
- **D. B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management.**

Antwort: D

Begründung:

This flow allows the customer to purchase online and pick up their order in the store using B2C Commerce, Salesforce Order Management, and Service Cloud. B2C Commerce exports the order to Salesforce Order Management, which handles the order orchestration and fulfillment. Salesforce Order Management passes the order information to Service Cloud, which can be used by the store staff to check the order details and availability. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management, which can trigger notifications or invoices.

References: <https://help.salesforce.com/s>

[/articleView?id=sf.order_mgmt_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.order_mgmt_overview.htm&type=5) https://help.salesforce.com/s/articleView?id=sf.order_mgmt_service_cloud_integration.htm&type=5

[id=sf.order_mgmt_service_cloud_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.order_mgmt_service_cloud_integration.htm&type=5)

106. Frage

A company wants to migrate their existing in-house order management solution to the Salesforce Order Management product, which will trigger post-purchase transactional emails through Marketing Cloud. They are already using B2C Commerce, Service Cloud, and Marketing Cloud, as well as the B2C Commerce - Service Cloud Connector and Marketing Cloud Connect.

What are three actions that a Solution Architect must take when planning and deploying this solution? Choose 3 answers

- **A. Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector.**
- **B. Integrate Salesforce Order Management to B2C Commerce for order history and user self service.**
- C. Replace the Service Cloud Connector with an Order Management Connector for B2C Commerce.
- **D. Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios.**
- E. Migrate subscriber keys in Marketing Cloud to a new Order Management customer identifier.

Antwort: A,B,D

Begründung:

Salesforce Order Management is a product that allows managing orders across different channels and systems. To migrate the existing in-house order management solution to the Salesforce Order Management product, the following actions should be taken:

* Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios. Data extensions are tables that store data in Marketing Cloud, and triggered sends are email messages that are sent automatically based on an external event. Data extensions and triggered sends can be used to store order data and send order confirmation, shipment notification, or cancellation emails to customers.

* Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector. The Service Cloud Connector is a cartridge that enables integration between B2C Commerce and Service Cloud. The Order Management Connector is a cartridge that enables integration between B2C Commerce and Salesforce Order Management. Some features of the Service Cloud Connector, such as order history or order cancellation, may conflict with the Order Management Connector, so they should be removed or disabled.

* Integrate Salesforce Order Management to B2C Commerce for order history and user self service. This integration allows customers to view their order history and status, track their shipments, cancel their orders, or initiate returns on the B2C Commerce storefront. This integration also allows agents to view and manage orders in Service Cloud.

Option D is incorrect because migrating subscriber keys in Marketing Cloud to a new Order Management customer identifier is not necessary or recommended. Option E is incorrect because replacing the Service Cloud Connector with an Order Management Connector for B2C Commerce is not possible or advisable.

References:

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

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

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<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementOverview.html>

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<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementConnector.html>

107. Frage

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across these Salesforce products. The company has one B2C Commerce realm serving two storefronts, a Salesforce org, and a Marketing Cloud Instance. None of these Salesforce Clouds are integrated. The company wants to know which Salesforce products require custom integration for this multi-cloud architecture.

Which two considerations should a Solution Architect provide to answer the company's question?

Choose 2 answers

- A. An integration between Service Cloud and B2C Commerce is not necessary, as these clouds are natively integrated and both products are built on the Salesforce Platform.
- B. An integration must be developed between Service Cloud and Marketing Cloud to enable Marketing Cloud REST API access from Service Cloud.
- C. An integration must be developed between B2C Commerce and Marketing Cloud to enable Marketing Cloud REST API access from B2C Commerce.
- D. An integration must be developed between B2C Commerce and Service Cloud to enable the synchronization of customer profiles and unlock REST API access between the two products.

Antwort: C,D

Begründung:

B2C Commerce and Service Cloud are not natively integrated and require custom development to enable data synchronization and API access between them. B2C Commerce and Marketing Cloud also require custom development to enable API access for customer engagement scenarios. References:

<https://help.salesforce.com>

[/s/articleView?id=sf.b2c_service_cloud_connector_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.b2c_service_cloud_connector_overview.htm&type=5) <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

108. Frage

An ecommerce company has one B2C Commerce Primary Instance Group with three storefronts and is considering Marketing Cloud for email messaging and customer journey orchestration. The company has a strong desire to implement product recommendations in their email messaging as well as implement the abandoned cart use-case.

Which two approaches should a Solution Architect recommend to ensure that the company can implement solutions that align with their requirements?

Choose 2 answers

- A. Implement a separate business unit for each B2C Commerce storefront to ensure that each storefront has its own Marketing Cloud product catalog from which product recommendations will be driven.
- B. Implement abandoned cart using Marketing Cloud's Behavioral Trigger feature and create an abandonment journey for all three storefronts from a single business unit. Marketing Cloud will manage ensuring that product recommendations are storefront specific via Marketing Cloud Einstein.
- C. Implement Marketing Cloud with a single business unit as that unit can share its product catalog across the three B2C Commerce storefronts and generate storefront-specific product recommendations.
- D. Implement abandoned cart using Marketing Cloud's Behavioral Trigger feature and create an abandonment journey for each storefront and their paired business unit. The B2C Commerce storefront must also be extended to re-create the customer's shopping cart with abandoned products.

Antwort: A,D

Begründung:

This approach allows the company to have a separate business unit for each B2C Commerce storefront, which provides data segregation and customization for each market. Each business unit can have its own Marketing Cloud product catalog, which is a data extension that contains product information for generating product recommendations using Einstein. D. This approach allows the company to implement abandoned cart using Marketing

Cloud's Behavioral Trigger feature, which can track customer behavior on the B2C Commerce storefront and trigger an email journey based on predefined rules. The abandonment journey can include product recommendations based on the products left in the cart. The B2C Commerce storefront must also be extended to re-create the customer's shopping cart with abandoned products using a link or button in the email. References:

- https://help.salesforce.com/s/articleView?id=sf.mc_pb_product_catalog.htm&type=5
- https://help.salesforce.com/s/articleView?id=sf.mc_pb_behavioral_triggers.htm&type=5
- <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/abandoned-cart>

109. Frage

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