

Exam Salesforce Arch-302 Cram Review & Arch-302 Dumps Vce

Exam Outline

The Salesforce Administrator exam measures a candidate's knowledge and skills related to the following objectives. A candidate should have hands-on experience as a Salesforce Administrator and have demonstrated the application of each of the features/functions below.

> Configuration and Setup: 20%
> Object Manager and Lightning App Builder: 20%
> Sales and Marketing Applications: 12%
> Service and Support Applications: 11%
> Productivity and Collaboration: 7%
> Data and Analytics Management: 14%
> Workflow/Process Automation: 16%

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Salesforce Certified B2C Solution Architect Sample Questions (Q28-Q33):

NEW QUESTION # 28

Universal Containers is currently using B2C Commerce and Service Cloud for its commerce and service needs. A new CMO has recently Joined and has asked why there is such a strong disconnect between all their marketing systems and their commerce tool. They do not want to force a new marketing too* on all the business units but they do want all of them integrated, with commerce underlying all.

Which recommendation can a Solution Architect make that will work with their existing technology investments?

- A. Recommend CDP to integrate with their existing marketing tools and create individual profiles into commerce with the Commerce COP Connector
- B. Recommend CRM Analytics to integrate with their existing marketing data sources and create a single view of the

customer with the B2C Commerce Connector

- C. Recommend Marketing Cloud to integrate with their existing marketing tools and provide a single view into commerce with the B2C Commerce APIs
- D. Recommend CDP to replace their existing marketing tools and maintain a single view into commerce with the Commerce CDP Connector

Answer: A

Explanation:

Recommending CDP to integrate with their existing marketing tools and create individual profiles into commerce with the Commerce CDP Connector is a recommendation that a Solution Architect can make that will work with their existing technology investments.

CDP is a platform that allows companies to unify, segment, activate, and analyze their customer data from multiple sources, including their existing marketing tools. CDP can also integrate with B2C Commerce using the Commerce CDP Connector, which enables bi-directional synchronization of individual profiles and customer groups between CDP and B2C Commerce.

This way, the company can have a single view of their customers across all their marketing systems and their commerce tool, and provide personalized and consistent experiences.

NEW QUESTION # 29

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. 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.**
- C. Use Service Cloud to text all registered customers when any product comes back in stock.
- **D. 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.**
- **E. Call real-time inventory services on product and cart pages to confirm that inventory has not changed.**

Answer: B,D,E

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 # 30

A financial services firm with many high net-worth individuals is about to implement Service Cloud, Marketing Cloud, and Salesforce Platform. Given the nature of the individuals, they are often required to adhere to financial regulations and civil procedures in regards to their data. This often requires restricting their data processing.

Given that requirement, what are three considerations the financial services firm should be aware of when limiting data processing across these clouds?

Choose 3 answers

- A. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative.
- B. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact
- C. Export relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data.
- D. Restricting data within Service Cloud requires contacting a Service Cloud account representative.
- E. Consider deleting all of the customer data in order to adhere to the requirements.

Answer: A,B,C

Explanation:

These are three considerations that the financial services firm should be aware of when limiting data processing across these clouds. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact, as deleting a restricted contact will result in an error message. Exporting relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data is a best practice for complying with data requests or regulations. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative, as this feature is not available in the user interface.

NEW QUESTION # 31

At Universal Containers, each admin and developer use a separate developer pro sandbox. Configuration and code are then migrated to a partial data sandbox for combination and initial testing. Once approved the configuration and code are then migrated to a full copy sandbox for final load and regression testing before going to production.

When should the full copy sandbox be refreshed?

- A. After each push from the partial data sandbox.
- B. After user acceptance testing is complete.
- C. After a new user is added to production.
- D. After each major release to production.

Answer: D

Explanation:

This answer is correct because it is a recommended time to refresh the full copy sandbox. Refreshing the full copy sandbox after each major release to production can help ensure that the sandbox has the most updated data and metadata from production, which can facilitate testing and development activities. Refreshing the full copy sandbox too frequently can be costly and time-consuming, as it consumes a lot of storage space and requires data masking or anonymization. References:

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

NEW QUESTION # 32

A company wants to implement B2C Commerce and Service Cloud, and then connect the systems with its existing instance of Marketing Cloud.

Which two tactics should a Solution Architect recommend to model a customer across all three systems? Choose 2 answers

- A. Use Service Cloud as system of record for customer data and consent preferences across all channels.
- B. Migrate the existing Marketing Cloud data into B2C Commerce and set the subscriber key as the Customer ID.
- C. Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.

- D. Get in touch with the Marketing Cloud Professional Services to perform a subscriber key migration.

Answer: A,C

Explanation:

These answers are correct because they are ways to model a customer across all three systems using the Marketing Cloud Subscriber Key and Service Cloud as sources of truth. The Marketing Cloud Subscriber Key can be sent to Service Cloud and B2C Commerce to be held for reference, which can help link customer records across systems and enable cross-channel marketing and service. Service Cloud can be used as system of record for customer data and consent preferences across all channels, which can help comply with data privacy laws and provide a consistent customer experience. References:

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

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NEW QUESTION # 33

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