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

NEW QUESTION # 28

A developer is validating the pipeline cache and noticed that the PDP page is very low cached. The one parameter is showing the position on the product listing page upon checking the site and code.

What should the developer adjust in order to improve the page cache hit ratio, keeping in mind that the client is insisting on the parameter for their analytics?

- A. Rework the implementation so it doesn't depend on that parameter.
- B. Rework the implementation so it reads the parameter on client-side, passes it to the analytics and exclude it from cache parameters.
- C. Rework the implementation so the parameter is not passed in the URL and is read from the URL hash.
- D. Add the key to the cache exclude parameters.

Answer: D

NEW QUESTION # 29

During a load test the storefront shows steady but slow performance on all the pages being tested. The Architect opens Pipeline Profiler and sorts the data by "total time" column. The following come as the top Ave items:

□ Which controller should the Architect focus on to further investigate the performance issue?

- A. Search Show as this is one of the key controllers that the customer uses
- **B. Product-Detail as It has the highest total time and highest maximum time.**
- C. Home-IncludeHeaderMenu as it has highest average time.
- D. Product-HitTile as it has the highest hits during the load test.

Answer: B

Explanation:

Focusing on the 'Product-Detail' controller is prudent given that it has the highest total time and the highest maximum time (Answer C), suggesting that it significantly contributes to the overall load and potential slowdowns on the site. By analyzing and optimizing this controller, the architect can potentially achieve the most substantial improvement in performance. Efforts might include optimizing database queries, caching frequently requested data, or simplifying complex logic in the Product-Detail page's processing.

NEW QUESTION # 30

The storefront integrates with a REST based Address verification service (AVS) that uses token based security. The sequence of calls in the API documentation for this AVS looks like the following

1. Client authentication call, which contains the merchantId and secret in a GET request and returns a token in the response.
2. Address verification call, which contains the token and the address to verify in a POST request.

Once the token is obtained, it is valid for hours and it is not needed to request a new one for subsequent address verification calls, the AVS charges for every request made no matter if it is client authentication call or address verification call.

Which three strategies could be applied to allow for efficient use of the service without compromising security? Choose 3 answers

- **A. Use a job to store and update the token in a custom object that is used from the storefront code**
- **B. Use HTTPService caching for the client authentication call.**
- C. Apply page caching to the client authentication controller that is used with AJAX.
- **D. Obtain the token from a custom cache before making the client authentication call.**
- E. Obtain the token from local storage of the browser and update it once it expires.

Answer: A,B,D

Explanation:

To efficiently use the REST-based Address Verification Service (AVS) while maintaining security, it is crucial to manage token usage and refresh effectively. Using a custom cache to store the token (Answer C) prevents unnecessary authentication calls by reusing the valid token, thus reducing the number of chargeable requests. Implementing HTTPService caching for the client authentication call (Answer D) optimizes the performance by caching the response, thereby avoiding repetitive and unnecessary calls. Lastly, employing a scheduled job to regularly update and store the token in a custom object (Answer E) ensures that the token is always up-to-date and available for use without repeated authentication, thus optimizing the cost and efficiency of using the AVS.

NEW QUESTION # 31

During a technical review, the Client raises a need to display product pricing on the Product Detail Page (PDP) with discounted values per promotion. The Client notes customers complained of bad user experiences in the past when they would add a product to the basket from the cached PDP and then see a higher price when they started checkouts as the promotion had expired.

What should the Architect suggest be implemented for this given that performance should be minimally impacted?

- A. Adjust the PDP to have a low caching period during the promotion.
- B. Remove caching of the product page during the promotion.
- **C. Modify the page to vary the cache by price and promotion.**
- D. Create a separate template or view based on the promotion.

Answer: C

Explanation:

To address the issue of pricing discrepancies on the Product Detail Page (PDP) due to promotions expiring between the page view and checkout, the Architect should suggest modifying the page cache to vary by price and promotion (Answer C). This solution allows the cache to store different versions of the page based on the current price and applicable promotions. By doing so, it ensures that customers always see the most accurate pricing information depending on the active promotions at the time of their visit, thereby improving the user experience and reducing confusion at checkout. This method also minimizes the performance impact compared to completely disabling cache, as it still allows caching but in a more dynamically controlled manner.

NEW QUESTION # 32

The Client currently manages Customers, Inventory, and Product Information with dedicated backend systems as shown In the Systems Diagram below. There is also an external Email Marketing System (EMS) in place.

The EMS needs order data to email recommendations to customers using an existing email campaign. These recommendations should be to only send for products that are in stock. The EMS has no access to the backend systems so this data should come from the Salesforce B2C Commerce site.

□ Which relationships should be added to the Systems Diagram to complete it and fulfill the chart requirements necessary for the email campaign?

- A. Order, Customer, and Product data should be exported from Staging. Inventory data should be exported from Production.
- B. Order and Inventory should be exported from Production. Products should be exported from Staging. Customers should be exported from the external Customer Management System.
- **C. Order and Customer data should be exported from Production. Product and Inventory data should be exported from Staging.**
- D. Order, Customer, and Inventory data should be exported from Production. Product data should be exported from staging.

Answer: C

Explanation:

In the given scenario, where the Email Marketing System (EMS) requires order data to send product recommendations based on stock availability, it is crucial that the most up-to-date and relevant data is used.

Here's why the chosen data sources are appropriate:

* Order and Customer Data from Production: Since order and customer interactions occur in real- time, exporting this data from the Production environment ensures that the most current information is used for the email marketing campaigns. This accuracy is vital for personalization and timeliness of the communications sent to customers.

* Product and Inventory Data from Staging: Given that the staging environment is typically one step behind production and is used for testing before changes go live, it provides a stable dataset that reflects what is currently live without the risk of including any unvetted changes. This setup is suitable for inventory and product data, which are less susceptible to minute-by-minute changes compared to order data and can be pre-validated before use in marketing efforts.

This configuration helps ensure that the EMS has access to reliable data reflecting current stock levels and product details, which is essential for crafting accurate marketing messages based on product availability.

NEW QUESTION # 33

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