

B2C-Solution-Architect Latest Material - B2C-Solution-Architect Exam Vce Format

Salesforce B2C Solution Architect Certification Details	
Exam Code	B2C Solution Architect
Full Exam Name	Salesforce Certified B2C Solution Architect
No. of Questions	60
Online Practice Exam	Salesforce Certified B2C Solution Architect Practice Test
Sample Questions	Salesforce B2C Solution Architect Sample Questions
Passing Score	63%
Time Limit	120 minutes
Exam Fees	- Registration fee: USD 400 - Retake fee: USD 200

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Salesforce B2C-Solution-Architect Certification is an industry-recognized certification designed for individuals who are looking to demonstrate their expertise in designing and implementing solutions for the Salesforce B2C Commerce platform. Salesforce Certified B2C Solution Architect certification is targeted towards solution architects and consultants who are responsible for designing and implementing solutions that meet the needs of B2C customers.

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Salesforce Certified B2C Solution Architect Sample Questions (Q129-Q134):

NEW QUESTION # 129

A company wants to use Marketing Cloud to send customer electronic receipts that originate from its point of sale (POS) system. The company has a need for the receipt to be sent no more than 10 minutes after purchase and would like to track all email sends that are being placed to that customer. The Marketing Cloud Contact Key should be the Service Cloud Contact ID.

What solution should a Solution Architect recommend to achieve this need?

- A. Make an API call from the POS to Service Cloud to add the customer if they do not exist; leverage a custom object to send details to Marketing Cloud via Marketing Cloud Connect and synchronized data sources to send the electronic receipt.
- B. Make an API call from the POS to Service Cloud to retrieve the Service Cloud Contact ID. If the customer does not exist, submit a POST to Service Cloud to create the Contact ID, then send the Contact ID to Marketing Cloud via an API to send the electronic receipt.
- C. Make an API call from the POS to Marketing Cloud to send the electronic receipt and then call Service Cloud to add the customer if they do not exist. Use an automation in Marketing Cloud nightly to remove any duplicate contacts that may be introduced with Marketing Cloud Connect.
- D. Make an API call from the POS to Marketing Cloud to send the electronic receipt. No call is required to Service Cloud to fetch the Contact ID as this information is already available at the POS.

Answer: D

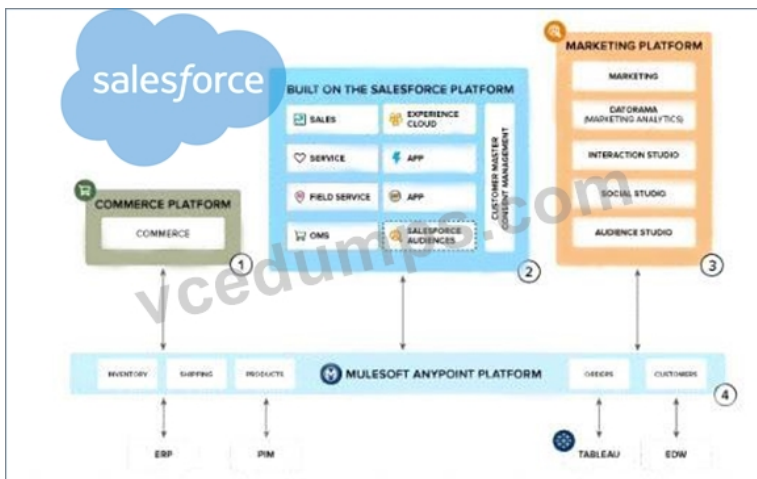
Explanation:

This solution allows the company to send the electronic receipt in near real time using the Marketing Cloud Transactional Messaging API, which can handle high-volume and time-sensitive messages. The POS system already has the Service Cloud Contact ID for the customer, so there is no need to make an extra API call to Service Cloud to fetch it. The Service Cloud Contact ID can be passed as the Marketing Cloud Contact Key to ensure data consistency across the systems.

References: <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api> https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5

NEW QUESTION # 130

Refer to the exhibit.



A company plans to adopt Salesforce for a number of their needs, including an internal CRM, a public B2C Commerce storefront with order management functionality, and an extensible API framework to integrate with other systems, as well as marketing automation. The overall system landscape of the proposed solution is shown above.

Which three considerations are important for this scenario? Choose 3 answers

- A. The Salesforce Platform can be used for customer master and consent management, or it can integrate with a third-party Master Data Management system.
- B. Salesforce products, including Sales Cloud, Service Cloud, Experience Cloud, and Order Management System (OMS) run on the same physical platform and share a common data model.
- C. Tableau requires MuleSoft in order to access data outside of the Salesforce Platform.
- D. Marketing Cloud enables personalization, journey orchestration, and cross-channel messaging.
- E. Order Management System (OMS) is a B2C Commerce product but it does not run natively on the core Salesforce Platform.

Answer: B,C,D

NEW QUESTION # 131

When integrating B2C Commerce with Marketing Cloud, which data extension type should be used to store order and product records in Marketing Cloud?

- A. Sendable Data Extension
- B. Standard Data Extension
- C. Transactional Data Extension
- D. Synchronized Data Extension

Answer: B

Explanation:

A standard data extension is a type of data extension that can store any type of data in Marketing Cloud, including order and product records from B2C Commerce. A standard data extension can be created manually or imported from an external source, such as B2C Commerce. A standard data extension can also be used for segmentation, personalization, and reporting in Marketing Cloud. References: https://help.salesforce.com/s/articleView?id=sf.mc_es_data_extensions.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_with_commerce_cloud.htm&type=5

NEW QUESTION # 132

A company currently uses B2C Commerce and Service Cloud for one of its storefronts. They are now considering implementing the 'Order on Behalf of' flow. Which consideration must a Solution Architect keep in mind while implementing the 'Order on Behalf of' flow?

- A. The Service Cloud Connector can work with any valid Service Cloud user. There is no specific need for an Integration User with administrative rights.
- B. The Service Cloud Connector is not available for guests or anonymous storefront shoppers. Use Order on Behalf with registered B2C Commerce customer accounts.
- C. The Service Cloud Connector enables data synchronization through SOAP services using Service Cloud and B2C Commerce. REST services are not available for such data synchronization needs.
- D. The Service Cloud Connector does not require B2C Commerce to be registered as a remote site as long as the Service Cloud org and B2C Commerce realm are in the same geographic region.

Answer: B

Explanation:

A is correct because the Service Cloud Connector only works with registered B2C Commerce customer accounts and does not support guests or anonymous storefront shoppers. The connector uses the customer ID to link the Service Cloud contact with the B2C Commerce customer profile.

B is incorrect because the Service Cloud Connector supports both SOAP and REST services for data synchronization between Service Cloud and B2C Commerce.

C is incorrect because the Service Cloud Connector requires B2C Commerce to be registered as a remote site in Service Cloud regardless of the geographic region. This is to allow outbound messages from Service Cloud to B2C Commerce.

D is incorrect because the Service Cloud Connector requires a dedicated Integration User with administrative rights in both Service Cloud and B2C Commerce.

This user is used to authenticate and authorize the data synchronization between the two systems.

Reference:

1: <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorOverview.html>

2:

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

3: <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorSetup.html>

4: <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorUserSetup.html>

NEW QUESTION # 133

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

Answer: A,B,E

Explanation:

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

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

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

NEW QUESTION # 134

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