

B2C-Solution-Architect Online Test, B2C-Solution-Architect Exam Material

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 Exam is designed to test the knowledge and skills of professionals who are involved in designing and implementing Salesforce B2C solutions. B2C-Solution-Architect exam covers various aspects of Salesforce B2C Commerce, including architecture, data modeling, site design, and integration with other systems. Salesforce Certified B2C Solution Architect certification exam is intended for professionals who have a deep understanding of Salesforce B2C Commerce and have experience in designing and implementing solutions using this platform.

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Salesforce Certified B2C Solution Architect Sample Questions (Q138-Q143):

NEW QUESTION # 138

A company uses a Salesforce solution to sell one-off products and subscription-based products to its customers. However, the company wants to let customers save their payment details when buying products online using credit cards, in order to facilitate a one-click ordering mechanism as well as an automatic payment for subscription-based item renewals.

What should a Solution Architect recommend to store payment information while still maintaining security and compliance?

- A. Store raw payment card details on the customer's profile.
- **B. Store a tokenized value for the payment card.**
- C. Hash and store the payment card details.

- D. Store Base64 encoded payment card details.

Answer: B

Explanation:

This answer is correct because it is a way to store payment information while still maintaining security and compliance. A tokenized payment card is a method that replaces sensitive card data with a unique identifier or token that cannot be mathematically reversed. The actual card data is stored in a secure vault by a payment processor or gateway. This way, the company can facilitate one-click ordering and automatic payment without exposing or storing the actual card data. Reference:

https://help.salesforce.com/s/articleView?id=sfb2c_commerce_payment_processing.htm&type=5

NEW QUESTION # 139

Universal Containers (UC) Is utilizing B2C Commerce today and is considering utilizing CDP as a means of unifying all of their systems and recognize their existing customers as individuals across systems. They are about to install the Commerce Cloud CDP Connector and would like to understand how the unified profile process will work.

What configurations should a Solution Architect create to correctly identify unified profiles as individuals between CDP and B2C Commerce?

- A. Create Data Segments within CDP and create customer groups within B2C Commerce with the CDP Data Segments
- B. Create Customer Groups within B2C Commerce and create data segments within CDP with CDP Data Segments
- C. Create Individuals within CDP and create customer groups within B2C Commerce with the correct segments
- D. Create Data Segments within CDP and create customers within B2C Commerce with the CDP Data Segments

Answer: C

Explanation:

Creating Individuals within CDP and creating customer groups within B2C Commerce with the correct segments are the configurations that a Solution Architect should create to correctly identify unified profiles as individuals between CDP and B2C Commerce. Individuals are the entities that represent a person in CDP and can be created from various data sources using identity resolution rules. Customer groups are the entities that represent a segment of customers in B2C Commerce and can be created using attributes or rules. The Commerce CDP Connector allows for bi-directional synchronization of Individuals and customer groups between CDP and B2C Commerce, enabling a unified profile process.

NEW QUESTION # 140

A multi-brand company uses 82C 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 must be developed between Service Cloud and Marketing Cloud to enable Marketing Cloud REST API access from Service Cloud.
- B. An integration must be developed between B2C Commerce and Marketing Cloud to enable Marketing Cloud REST API access from B2C Commerce.
- C. An integration must be developed between 82C Commerce and Service Cloud to enable the synchronization of customer profiles and unlock REST API access between the two products.
- D. 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.

Answer: B,C

Explanation:

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. Reference: https://help.salesforce.com/s/articleView?id=sfb2c_service_cloud_connector_overview.htm&type=5

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

NEW QUESTION # 141

A retail company currently uses 62C Commerce and Marketing Cloud to enable a seamless customer experience. They are evaluating tools to better support customer service activities like their call center for online ordering and social customer service. Which two functionalities should a Solution Architect discuss with the company to explain the value of Service Cloud? Choose 2 answers

- A. Ability to create a B2C storefront using Digital Experiences.
- B. Ability to have a customer leave a journey when they have an escalated case.
- C. Ability to de-duplicate and create a single customer identity.
- D. Ability to allow the agent to see purchase history to support case management

Answer: C,D

NEW QUESTION # 142

Northern Trail Outfitters (NTO) wants to consolidate various legacy commerce platforms into one centrally-managed platform on B2C Commerce. The IT department has been working extensively with web frameworks (such as React and Angular) in recent years and wants to leverage the benefits of B2C Commerce, but maintain the flexibility of the user experience using headless commerce.

Which three considerations, beyond user experience, should a Solution Architect consider before confirming a headless approach? Choose 3 answers

- A. Developers will still be required to use the Commerce SDK for security purposes
- B. Features that are available by default in the Storefront Reference Architecture (SFRA) app will need to be custom built in custom frameworks
- C. Available Service, Marketing, and LINK accelerators may not work without modifications when using a headless approach
- D. Additional infrastructure (for example Heroku servers) may be required to host the application
- E. Developers familiar with the web frameworks (React, Angular) will be familiar with the framework used by B2C Commerce

Answer: B,C,D

Explanation:

a) Additional infrastructure (for example Heroku servers) may be required to host the application when using a headless approach. This can increase the complexity, cost, and maintenance of the solution. A Solution Architect should consider the trade-offs between flexibility and simplicity when choosing a headless approach. B. Features that are available by default in the Storefront Reference Architecture (SFRA) app will need to be custom built in custom frameworks when using a headless approach. This can increase the development time, effort, and risk of the solution. A Solution Architect should consider the benefits and drawbacks of using SFRA versus custom frameworks when choosing a headless approach. D. Available Service, Marketing, and LINK accelerators may not work without modifications when using a headless approach. This can limit the integration capabilities and functionality of the solution. A Solution Architect should consider the compatibility and extensibility of the accelerators when choosing a headless approach. Reference:

https://help.salesforce.com/s/articleView?id=sfb2c_commerce_headless.htm&type=5

https://help.salesforce.com/s/articleView?id=sfb2c_commerce_sfra.htm&type=5

https://help.salesforce.com/s/articleView?id=sfb2c_commerce_link.htm&type=5

NEW QUESTION # 143

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