

B2C-Solution-Architect Simulation Questions, Certificate

B2C-Solution-Architect Exam

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 focuses on testing your expertise in designing and implementing B2C Commerce solutions using the Salesforce platform. Salesforce Certified B2C Solution Architect certification program is ideal for professionals who have experience in designing and implementing Salesforce-based solutions for clients. Salesforce Certified B2C Solution Architect certification exam covers a wide range of topics, including data modeling, site design, integration, and customization. It also tests your understanding of various Salesforce B2C Commerce features such as product catalog management, pricing, promotions, and customer service.

Salesforce B2C-Solution-Architect Certification Exam consists of 60 multiple-choice questions and is timed at 105 minutes. To be eligible to take the exam, candidates must have a Salesforce Certified System Architect or Salesforce Certified Application Architect certification. They should also have at least two years of experience working with Salesforce technology, specifically in the B2C commerce domain. Additionally, candidates must have experience leading and managing technical teams and projects.

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Salesforce Certified B2C Solution Architect Sample Questions (Q126-Q131):

NEW QUESTION # 126

A company is implementing a multi-locale solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. Order confirmation emails are triggered from either B2C Commerce or Service Cloud and sent from Marketing Cloud.

What are two possible reasons why the shipping method name and description can be missing when these emails are triggered for languages other than US English, while other translated content appears correctly?

Choose 2 answers

- A. The subscriber in Marketing Cloud does not have a preferred locale set.
- B. The ShippingMethods data extension is missing the label and description field for the corresponding locale.

- C. The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale.
- D. The locale is not set correctly in the body of the email template.

Answer: B,C

Explanation:

The shipping method name and description can be missing when order confirmation emails are triggered for languages other than US English, while other translated content appears correctly, for the following possible reasons:

* The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale. The shipping method name and description are stored as attributes in B2C Commerce or Service Cloud, and they need to be translated and localized for each supported locale. If the translation or localization is missing or incorrect, the order confirmation email may not display them properly.

* The ShippingMethods data extension is missing the label and description field for the corresponding locale. The ShippingMethods data extension is a table in Marketing Cloud that stores the shipping method information for each locale. It has fields for label and description that need to match the values in B2C Commerce or Service Cloud. If the fields are missing or mismatched for a certain locale, the order confirmation email may not display them properly.

Option B is incorrect because the subscriber in Marketing Cloud does not need to have a preferred locale set.

The locale can be determined by the order data or the storefront language. Option C is incorrect because the locale can be set correctly in the email template using AMPscript or SSJS variables. References:

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

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

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

NEW QUESTION # 127

Northern Trail Outfitters (NTO) wants to upgrade its customer service by providing the opportunity for customers to engage using social messaging channels such as Facebook, WhatsApp, and SMS to resolve issues and ask questions. They already use Marketing Cloud Mobile Connect and Social Studio. Alongside these, the Solution Architect also recommends implementing Digital Engagement features in Service Cloud.

Which two reasons should a Solution Architect use to justify those recommendations?

Choose 2 answers

- A. Social Studio is limited to listening to social channel and not responding
- B. Mobile Connect only supports outbound messaging in selected countries
- C. Mobile Connect lacks integration with the service agent console without Digital Engagement
- D. Social Studio does not support 1:1 messaging on the apps listed in the scenario

Answer: C,D

Explanation:

Digital Engagement is a set of features in Service Cloud that enables agents to communicate with customers using social messaging channels such as Facebook, WhatsApp, and SMS. To justify the recommendation of implementing Digital Engagement, a Solution Architect can use the following reasons:

Mobile Connect lacks integration with the service agent console without Digital Engagement. Mobile Connect is a feature in Marketing Cloud that allows sending and receiving SMS messages. However, without Digital Engagement, Mobile Connect messages cannot be handled by Service Cloud agents in the service console or omnichannel routing.

Social Studio does not support 1:1 messaging on the apps listed in the scenario. Social Studio is a feature in Marketing Cloud that allows listening and engaging with customers on social media platforms. However, Social Studio does not support direct messaging on Facebook or WhatsApp, which are popular social messaging channels.

Option B is incorrect because Mobile Connect supports outbound messaging in more than 200 countries. Option D is incorrect because Social Studio can respond to public posts or comments on social media platforms. Reference:

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

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

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

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

NEW QUESTION # 128

A company has been using B2C Commerce for many years and recently decided to implement Service Cloud and Marketing Cloud. Currently, there are many issues with the integration between B2C Commerce and the legacy CRM, which means data is often out

of Sav sync. Agencies currently manage the Marketing communication, and B2C Commerce is sending the messages. The main goal is to ensure that B2C Commerce can trigger multi-channel messaging via Marketing Cloud, leveraging the data the company has on customers to personalize the communication.

Which three considerations should a Solution Architect keep in mind when recommending a migration strategy from the existing setup to the new one?

Choose 3 answers

- A. Marketing Cloud Connect should be configured to use an alternate external ID from Salesforce as the Contact Key to avoid duplicate contacts in Marketing Cloud.
- **B. Customer data from B2C Commerce and the legacy CRM should be deduplicated before being imported into Service Cloud. Materials**
- **C. Service Cloud should be implemented before Marketing Cloud to ensure that the Salesforce Contact IDs can be used in Marketing Cloud as unique identifiers. Written**
- D. Customer data can be imported into Service Cloud from B2C Commerce and the legacy CRM without deduplication since Salesforce CDP can automatically merge duplicate records upon insert.
- **E. Custom development work is required to connect B2C Commerce to Marketing Cloud and use the Salesforce Contact ID.**

Answer: B,C,E

Explanation:

b) Service Cloud should be implemented before Marketing Cloud to ensure that the Salesforce Contact IDs can be used in Marketing Cloud as unique identifiers. This allows for a consistent and unified view of the customer across the Salesforce products and avoids duplicate contacts in Marketing Cloud. C. Customer data from B2C Commerce and the legacy CRM should be deduplicated before being imported into Service Cloud. This ensures that there are no duplicate contacts in Service Cloud that could cause data quality issues or conflicts when syncing with Marketing Cloud. D. Custom development work is required to connect B2C Commerce to Marketing Cloud and use the Salesforce Contact ID. This involves creating a service definition in B2C Commerce that points to Marketing Cloud's REST API and passing the Salesforce Contact ID as the contact key when triggering journeys or updating contact data. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5
<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

NEW QUESTION # 129

A university has several small departmental organizations scattered across different colleges. Each of which has its own finances, business processes, and strategies that are sometimes at odds. They would like to introduce a university-wide communications strategy that allows their recruitment team to market to potential students globally while allowing each department to recruit existing students for its own programs.

What should a Solution Architect recommend to meet their needs?

- A. Marketing Cloud with Enterprise Communication Strategy, Marketing Cloud Connect, and multiple existing Salesforce orgs
- **B. Marketing Cloud with Enterprise Communication Strategy and a single Salesforce org with Connected Campus for consolidating existing departmental orgs**
- C. Marketing Cloud with multiple business units, Marketing Cloud Connect, and multiple existing Salesforce orgs
- D. Marketing Cloud with multiple business units and a single Salesforce org with Divisions for consolidating existing departmental orgs

Answer: B

Explanation:

* Option D is correct because Marketing Cloud with Enterprise Communication Strategy and a single Salesforce org with Connected Campus for consolidating existing departmental orgs is the best solution to meet the university's needs. Marketing Cloud with Enterprise Communication Strategy allows the university to create and manage personalized communications across multiple channels and audiences, while a single Salesforce org with Connected Campus enables the university to unify and streamline its data, processes, and services across different departments and colleges.

* Option A is incorrect because Marketing Cloud with multiple business units, Marketing Cloud Connect, and multiple existing Salesforce orgs is not a suitable solution for the university's needs, as it would create data silos, integration challenges, and governance issues across different Salesforce clouds and orgs. Marketing Cloud Connect is also not necessary for the university's communication strategy, as it is mainly used for data synchronization and integration between Marketing Cloud and Service Cloud or Sales Cloud.

* Option B is incorrect because Marketing Cloud with multiple business units and a single Salesforce org with Divisions for

consolidating existing departmental orgs is not a suitable solution for the university's needs, as it would create complexity and overhead in managing multiple business units and divisions within the same Salesforce cloud and org. Divisions are also not recommended for multi-brand or multi-department scenarios, as they are mainly used for large-scale data segmentation and reporting purposes.

* Option C is incorrect because Marketing Cloud with Enterprise Communication Strategy, Marketing Cloud Connect, and multiple existing Salesforce orgs is not a suitable solution for the university's needs, as it would create data silos, integration challenges, and governance issues across different Salesforce clouds and orgs. Marketing Cloud Connect is also not necessary for the university's communication strategy, as it is mainly used for data synchronization and integration between Marketing Cloud and Service Cloud or Sales Cloud.

References:

* [Get Started with B2C Solution Architect Cert Prep - Trailhead]

* [Certification - B2C Solution Architect - Trailhead]

* [B2C Solution Architect Certification Guide | Salesforce Ben]

NEW QUESTION # 130

A marketing team is using Sales Cloud web-to-lead forms to capture leads. The company recently acquired Marketing Cloud and wants to ensure that the data is synchronized to Marketing Cloud without losing data and without creating duplicate contacts. Which consideration should a Solution Architect voice to the marketing team when designing this solution?

- A. Leads can be merged and converted in Marketing Cloud.
- B. Web-to-lead forms trigger Marketing Cloud journeys without creating leads in Salesforce.
- **C. Leads and contacts are unique records in Marketing Cloud.**
- D. The contact delete framework in Marketing Cloud can be used to resolve duplicate contacts and associated billing challenges.

Answer: C

Explanation:

Marketing Cloud treats leads and contacts as separate records, even if they have the same email address. This means that syncing leads from Sales Cloud to Marketing Cloud can create duplicate contacts and increase the contact count and billing. To avoid this, the marketing team should consider using contacts only or converting leads to contacts before syncing them to Marketing Cloud.

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

NEW QUESTION # 131

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