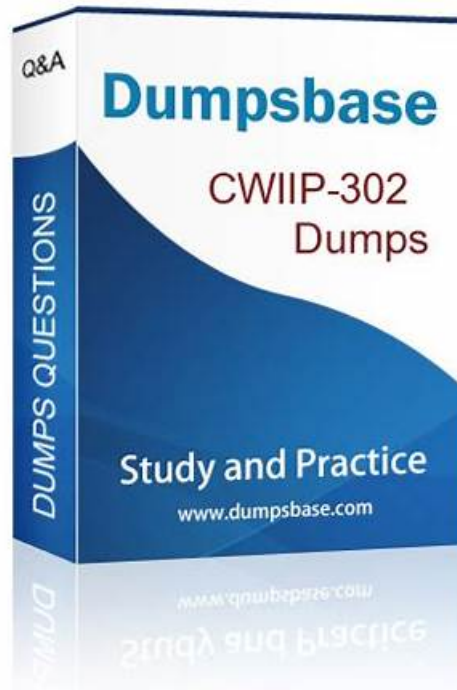


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Salesforce Certified B2C Solution Architect Sample Questions (Q31-Q36):

NEW QUESTION # 31

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 name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale.
- B. The locale is not set correctly in the body of the email template.
- C. The ShippingMethods data extension is missing the label and description field for the corresponding locale.
- D. The subscriber in Marketing Cloud does not have a preferred locale set.

Answer: A,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 # 32

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 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.
- B. 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.
- C. 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.
- D. 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.

Answer: C

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 # 33

A company actively uses CI/CO processes for their Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to their architecture. Under the current setup each developer has their own developer sandbox for development. Developers merge their changes into a sandbox for QA regularly, then once every week changes are moved to staging, and from staging to production instances.

Which set up should a Solution Architect propose to support this development approach considering costs and data segregation?

- A. Set up one Marketing Cloud instance for each sandbox in Service Cloud
- B. Set up one Marketing Cloud instance with a business unit for production and one business unit for testing that is connected to all Developer sandboxes
- C. Set up one Marketing Cloud instance for testing and one for production, where the testing instance is connected to the staging sandbox
- **D. Set up one Marketing Cloud instance for production and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes**

Answer: D

Explanation:

A Marketing Cloud sandbox is a separate instance of Marketing Cloud that can be used for development, testing, and training purposes. A Marketing Cloud sandbox can be connected to a Service Cloud sandbox using Marketing Cloud Connect, which allows data synchronization and cross-cloud functionality. This option supports the CI/CO processes and data segregation for each Service Cloud sandbox. The other options are either not feasible or not cost-effective. References:

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

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

NEW QUESTION # 34

An ecommerce company has one Primary Instance Group with three instances and one Secondary Instance Group with five sandboxes.

They are expanding and adding people in multiple locations to manage the storefront. They would like additional sandboxes to support their expansion efforts into new markets with new templates, scripts, and controllers.

Which approach should a Solution Architect recommend?

- **A. Add new sandboxes to the Secondary Instance Group for the current realm.**
- B. Add new instances to the Primary Instance Group for new sandboxes in each realm.
- C. Add a Tertiary Instance Group to add sandboxes to the existing realm.
- D. Add a new realm for each new market to get additional sandboxes for each realm.

Answer: A

Explanation:

The Secondary Instance Group is used for sandboxes in B2C Commerce. Adding new sandboxes to this group does not require creating a new realm or adding instances to the Primary Instance Group, which is used for production and staging instances.

References: <https://developer.salesforce.com/docs/commerce/b2c-commerce/guide/b2c-developer-sandboxes.html>

NEW QUESTION # 35

Acme Ltd wants to Integrate B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect was tasked with optimizing the integration by understand and which cloud is the ideal system of record for each piece of data.

Which two considerations will lead to an optimal design around systems of record?

Choose 2 answers

- A. Heroku should be used to master ecommerce transactions, including order records, customer product affinity, and promotion eligibility
- **B. Store primary attributes (name, address, birthday, phone, and email) about the customer in Service Cloud**

- C. User consent information. Customer Journey flow. Counsel and compliance preferences should be mastered in B2C Commerce
- D. Lifetime engagement tracking and history, other data for personalization or segmentation should be mastered in Marketing Cloud

Answer: B,D

Explanation:

Marketing Cloud should be the system of record for lifetime engagement tracking and history, as well as other data for personalization or segmentation, as it is the system that collects and analyzes the customer's interactions and behaviors across multiple channels and touchpoints. Marketing Cloud can also use features like Audience Builder and Contact Builder to create unified customer profiles and segments based on various data sources³. Service Cloud should be the system of record for storing primary attributes (name, address, birthday, phone, and email) about the customer, as it is the system that represents a person across multiple Salesforce clouds and can store and manage the customer's consent and compliance preferences using features like Individual object, Data Protection and Privacy, and Consent Management.

NEW QUESTION # 36

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