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Salesforce Certified B2C Solution Architect Sample Questions (Q105-Q110):

NEW QUESTION # 105

A retail company that sell fitness products Is implementing Service Cloud, B2C Commerce, and Marketing Cloud, In order to provide their customers with personalized recommendations, they are capturing and storing certain PII and health information. In order to adhers to compliance and regulations, they need to ensure shared data is encrypted across all platforms. What features should a Solution Architect recommend to accomplish this?

- A. Use Shield platform Encryption to encrypt data in Service Cloud, Enable Encrypted Data Sanding (EDS) in Marketing Cloud, and use B2C Commerce's crypto API.
- B. Use Shield Platform Encryption to encrypt data in Service Cloud, enable encryption at rest in Marketing Cloud, and enable encryption at rest in B2C Commerce.
- C. Use Shield platform Encryption to encrypt data in Service Cloud and B2 Commerce. Data in Marketing Cloud is encrypted by default.
- D. Platform Encryption to encrypt data in Service Cloud, Marketing Cloud, and B2C Commerce.

Answer: A

Explanation:

Shield Platform Encryption is a feature that allows you to encrypt sensitive data at rest in Service Cloud and B2C Commerce, while preserving platform functionality. Encrypted Data Sending (EDS) is a feature that allows you to send encrypted data from Service Cloud to Marketing Cloud using an encryption key that only you control. B2C Commerce's crypto API is a set of methods that allow you to encrypt and decrypt data using symmetric or asymmetric keys in your code.

References:

- * [Salesforce Shield Platform Encryption Implementation Guide]
- * [Encrypted Data Sending (EDS) for Marketing Cloud]
- * [B2C Commerce Crypto API]

NEW QUESTION # 106

Universal Containers (UC) is in the process of implementing a B2C Commerce site for their storefront, and Experience Cloud for their support and help desk. UC wants to ensure that there is a single login and data experience between the two sites while also being relatively seamless.

Given the need for a single login experience, what should the primary system be for all authentication?

- A. Service Cloud
- B. Experience Cloud
- C. B2C Commerce
- D. **Salesforce Identity**

Answer: D

Explanation:

This answer is correct because it is the primary system that should be used for all authentication between B2C Commerce site and Experience Cloud site. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can provide a single login and data experience between the two sites. Salesforce Identity can also store customer profile data in a single place and sync it across systems.

References: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

NEW QUESTION # 107

A company wants to use the Salesforce Platform for their needs. They need a marketing solution, an online ordering platform, and a b solution for service agents. The goal of the company is to provide end-to-end support for their customers.

What is an example of a deliverable that the Solution Architect should provide to make sure the company understands the solution that is needed?

- A. Organization chart of the company completed by the Solution Architect
- B. Final design document for storefront pages and service agent experience
- C. Email templates and copy for suggested marketing emails
- D. **Technical Design Specification showing the data mapping/model and systems integration**

Answer: D

Explanation:

A Technical Design Specification is a document that describes the technical architecture and design of a solution, including the data mapping/model and systems integration. This document can help the company understand the solution that is needed and how it will meet their requirements. References: <https://trailhead.salesforce.com/content/learn/modules/solution-design-for-technical-architects/define-the-technical-architecture>

NEW QUESTION # 108

A company contracted with a Salesforce implementation partner. A Solution Architect and a functional architect from the partner firm met with the business and IT stakeholders in the initial business discovery workshop. During that time, the Solution Architect gathered requirements about how the system needs to function in Salesforce with data flowing to downstream systems. The company also provided sketches of a potential user interface they want to see.

Which three actions should the Solution Architect take to ensure the right solution can be delivered?

Choose 3 answers

- A. Thank the company for providing solution specifications and deliver those to the technical team
- B. Investigate the challenges that the company is experiencing with their existing setup and understand how they expect the future solution to solve those challenges.
- C. Design the annotated wireframes of the current user interface and finalize the future state data architectures.
- D. Capture functional specifications that contain business processes and expectations of how they translate to user interface behavior.
- E. Ask the company to describe system integrations and primary source of records to support business requirements.

Answer: B,D,E

Explanation:

These answers are correct because they are part of the solution design process that a Solution Architect should follow to ensure the right solution can be delivered. Capturing functional specifications, understanding system integrations and data sources, and identifying pain points and expected outcomes are essential steps to design a solution that meets the business needs and expectations. References: <https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process>

NEW QUESTION # 109

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

Answer: B

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 # 110

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