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Salesforce Certified B2B Solution Architect Exam Sample Questions (Q75-Q80):

NEW QUESTION # 75
Universal Containers (UC) recently went live with a multi-cloud implement at ton consisting of Experience Cloud, Service Cloud, and Marketing Cloud Account Engagement. The UC Marketing team wants to generate Marketing Cloud Account Engagement emails using the same dynamic content that users access in Experience Cloud. They want to trigger Marketing Cloud Account Engagement emails based on certain user actions while keeping the content dynamic and configurable via a user- friendly mechanism. Which approach should a Solution Architect recommend m this case?

- A. Build a custom application using Lightning Web Components to make the email content dynamic and configurable.
- B. Change the data model to support sending Marketing Cloud Account Engagement email via the Experience cloud site.
- C. Consider finding AppExchange packages that support this functionality on Experience Cloud and Marketing Cloud Account Engagement.
- D. Use Salesforce CMS on Experience Cloud and the new Marketing Cloud Account Engagement Lightning Email Experience.

Answer: D

Explanation:
Using Salesforce CMS and the new Marketing Cloud Account Engagement Lightning Email Experience can enable the UC Marketing team to generate Marketing Cloud Account Engagement emails with dynamic content accessed through Experience Cloud. This approach can provide a user-friendly mechanism to configure content and trigger email sends based on user actions, without changing the data model. Additionally, this approach leverages native Salesforce functionality and does not require custom development or third-party packages.
https://www.salesforce.com/products/experience-cloud/features/customer-engagement-solutions/

NEW QUESTION # 76
Big Server Company sells complex server solutions to customers through a reseller channel. Resellers will purchase complex servers as well as have warehouses to store quick need products for their customers, such as additional hard drives and cables. Big Server Company currently uses Salesforce CPQ for its Sales team. Big Server Company would like to be able to give resellers easy access to purchase warehouse type products through B2B Commerce; however, the company would also like to allow resellers to request additional discounts for large volume orders from the Sales team.
Which recommendation should a Solution Architect make to integrate B2B Commerce and Salesforce CPQ to accomplish this request.

- A. Utilize an integration software, like MuleSoft, to sync carts and pricing between B2B Commerce and Salesforce CPQ.
- B. Implement the Salesforce CPQ & Billing and CPQ B2B Commerce Connector and use the Cart to Quote flow to sync the cart to Salesforce CPQ, and have a reseller price rule adjust pricing for the reseller based on volume.
- C. Implement the Salesforce CPQ & Billing and CPQ B2B Commerce Connector and use the Cart to Quote flow to create a quote from the Resellers Cart, allowing a sales representative to configure discounts and sync back to cart.
- D. Create a request special pricing button in B2B Commerce that will create an opportunity for the sales representative and allow the sales representative to follow up.

Answer: B

NEW QUESTION # 77
Universal Containers (UC) acquired two companies. As part of its transformation and consolidation program, UC needs to bring all of its disparate partner strategies together and see what can be combined across all of its indirect sales channels. Each company currently has its own Salesforce environment utilizing Sales Cloud and Experience Cloud for Partners. Each company also follows its own unique business processes for partners.
However, UC has recently developed a new vision and journey focused on a single indirect channel with a single Salesforce environment aligned to its corporate strategy.
Given UC's new journey for engaging its indirect channel, what are the next two steps the Solution Architect should recommend?
Choose 2 answers

- A. Create an adoption plan for the Direct Sales team to engage with the Indirect Sales team in a sell-with model within the new Partner Communities.
- B. Tell the stakeholders to focus on having a single Partner Community across all channels with a singular branding.
- C. Completely unify all the channel strategies under the acquiring company's brand and strategy.
- D. Identify the need for multiple PartnerCommunities by Indirect Sales Channel with branding and content specific to each channel.

Answer: A,C

Explanation:
To align the partner strategies of the acquired companies with UC's new vision for a single indirect channel, the Solution Architect should recommend:
* A. Completely unify all the channel strategies under the acquiring company's brand and strategy. This ensures a cohesive approach and aligns with the goal of a unified partner strategy.
* C. Create an adoption plan for the Direct Sales team to engage with the Indirect Sales team in a sell- with model within the new Partner Communities. This facilitates collaboration between direct and indirect sales channels, leveraging the strengths of both to drive sales in the unified environment.
References to these strategies can be found in Salesforce's best practices for managing partner relationships and communities, as detailed in Salesforce Partner Community documentation.

NEW QUESTION # 78

Northern Trail Outfitters (NTO) has a requirement to implement an Experience Cloud solution to allow its partners to log and view cases they have submitted, as well as track their opportunities. As part of the solution, NTO wants to be able to create dashboards that its partners can view within the community.

Which Experience Cloud license should the Solution Architect recommend?

- A. Sales Cloud license
- B. Service Cloud license
- C. Partner Community license
- D. Customer Community Plus license

Answer: C

Explanation:

The Solution Architect should recommend a Partner Community license for this requirement. This license is designed for external partners and allows them to access and interact with Salesforce data and features, including submitting and viewing cases and tracking opportunities. Additionally, the Partner Community license includes the ability to create and view dashboards within the community.

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

NEW QUESTION # 79

Universal Containers is in the process of implementing CPQ and Billing while integrating with ERP for order fulfillment. The Development team is looking to gather regular feedback from the business stakeholders through each sprint. Also, supporting an Agile methodology, they have agreed on a reasonable amount of flexibility in requirements during the course of the project.

Which area should a Solution Architect look to receive feedback on at the earliest?

- A. Invoice capabilities in ERP to accommodate billing
- B. Pricing sync between CPQ and ERP
- C. Product and Pricing structure setup in CPQ
- D. Modifications required to ERP for integration purposes

Answer: C

Explanation:

it is important to set up the product and pricing structure in CPQ correctly and align it with the business requirements and expectations. This can affect how products are configured, quoted, priced, and ordered in CPQ and Billing, as well as how they are integrated with ERP for order fulfillment12. Getting feedback on this area early can help avoid rework or errors later.

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

NEW QUESTION # 80

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