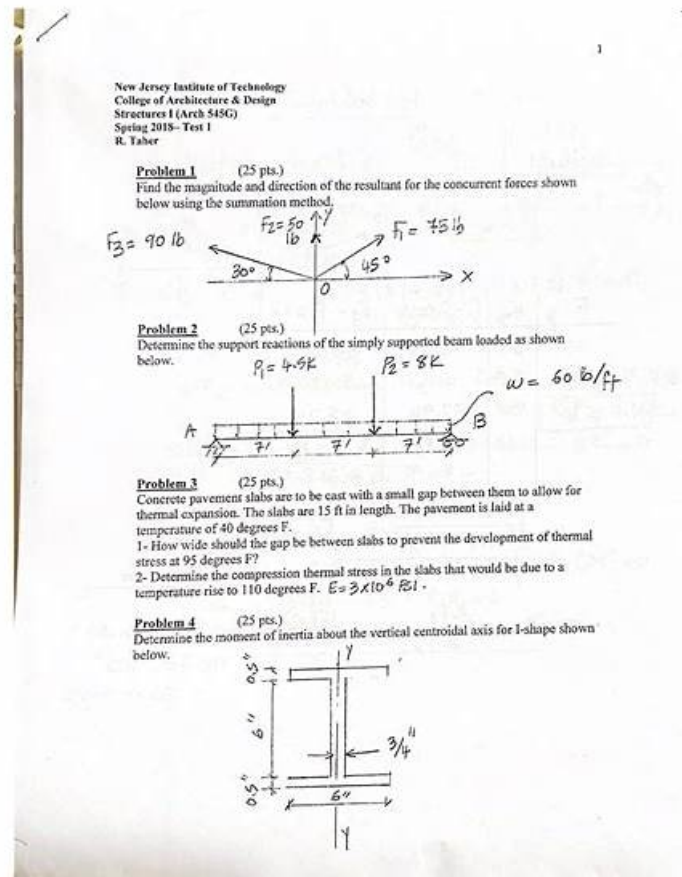


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Salesforce Certified B2C Commerce Architect Sample Questions (Q57-Q62):

NEW QUESTION # 57

A company manages its regional operations as separate businesses. The regional sites (Site A and Site B) operate with:

- * Separate realms
- * Different code bases
- * Different category navigation menus
- * Frequent updates on category structure

The requirement from the business is to provide hreflang link tags on category pages pointing to the same category on the other regional site. Example HTML for one of these links as displayed on Site A is:

```
<link rel="alternate" href="https://www.salesforce.com/en_US/womens-new-arrivals" hreflang="en_US" />
```

Which solution should the Architect choose while keeping performance in mind?

- A. Create a custom Business Manager module. Ask the business to maintain the hreflang link tags for each regional site in this Business Manager module.
- **B. Create a new custom object type. Populate the hreflang mapping for each category and locale in this custom object. Use the custom object to display the hreflang link tag.**
- C. Create additional locales in all realms. Create a new custom attribute on the category that is localized. Populate the attribute with the other site URLs and use it to display the hreflang tag.
- D. Create a new custom attribute on the Category. Populate the attribute with the other entire site URLs corresponding to locales in JSON format. Use the attribute to display the hreflang link tag.

Answer: B

Explanation:

For a multi-regional setup with different realms and frequent updates, using a custom object to manage hreflang mappings offers flexibility and scalability. Custom objects can efficiently store URL mappings for each category across different locales, making it easier to manage and update as category structures change.

This method allows for centralized control over hreflang mappings and simplifies maintenance compared to other options which might involve more complex integrations or manual updates.

NEW QUESTION # 58

The Client identifies that a segment of customers need to see some products on the site that other customers should not be able to access. All products are maintained within one catalog but in separate categories. A custom attribute will be used on the Profile system object to identify customers that belong to this special segment. A customer group will be made that is qualified for by this Profile custom attribute. The storefront will be customized to include navigation to relevant categories for this customer group. Unfortunately during technical review the Client points out that the business teams have raised a concern with maintenance and want to use a shared navigation within the catalog and not use separate categories.

Which item should the Architect suggest to efficiently fulfill this new requirement while maintaining scalability?

- A. Customize the Storefront to use separate storefront catalogs with the same navigation that if the customer is in the customer group gets assigned products appropriately.
- B. Customize the Storefront to use a hidden search refinement and modify the customer group to be qualified for by a new product custom attribute.
- **C. Customize the Storefront to modify the search result that if the user is in the customer group then the result includes those products appropriately.**
- D. Customize the Storefront to use a hidden search refinement that if the user is in the customer group then the result includes those products with a new custom attribute.

Answer: C

Explanation:

The optimal solution for this requirement is to modify the search results dynamically based on the user's customer group membership. This approach:

- * Ensures that all users can navigate the same catalog and categories without seeing separate categories for special segments.
 - * Dynamically includes or excludes products from search results based on the user's membership in the special segment, effectively using existing catalog structures while personalizing product visibility.
 - * Maintains scalability by leveraging existing catalog and category infrastructure without needing additional custom attributes for navigation purposes.
- This method aligns with best practices for creating personalized customer experiences in B2C Commerce without complicating catalog management.

NEW QUESTION # 59

Which two activities should an Architect encourage the replication team to follow based on S2C Commerce best practices?
Choose 2 answers

- A. Wait 15 minutes after the recreation process completes for the cache to clear automatically.
- B. Replicate the latest data to Production during periods of increased site use to ensure freshness.
- C. Use the undo replication process to roll back code replications only, not data replications.
- D. Use the undo replication process to roll back to the previous replication if necessary.

Answer: C,D

Explanation:

* Option A (Use the undo replication process to roll back to the previous replication if necessary):

This best practice ensures that if a replication introduces errors or issues, there is a way to quickly revert to a previous state without impacting the ongoing operations of the commerce site.

* Option C (Use the undo replication process to roll back code replications only, not data replications): Focusing undo operations on code replication rather than data ensures that functional issues caused by code changes can be quickly addressed without affecting the integrity or consistency of the data within the system.

These practices help maintain the stability and reliability of the production environment by providing mechanisms to manage and mitigate risks associated with updates and changes.

NEW QUESTION # 60

a client uses an external marketing tool to manage promotions and coupons for its multiple brands. They currently have only one brand on B2C Commerce and they get Import-ready feeds created by this tool on an SFTP location.

The marketing team completes the data preparation by the end of the work day.

How should the Architect handle this import?

- A. Create a Job and define three steps: one step uses ExecuteScriptModule to download the files from SFTP, end two standard steps to Import the promotion end coupons.
- B. Create a job and define three steps: one custom step to download the files from SFTP, and two standard steps to import the promotion and coupons.
- C. Create a Job and define three custom steps: download the files from SFTP, import promotions, import coupons
- D. Create a Job and define three steps: one standard step to download files from sftp end two steps that use Execute Script Module to import the promotion end coupons.

Answer: B

Explanation:

To handle the import of promotion and coupon data from an SFTP location, the best approach is to create a job consisting of three steps as described in option C. The first step involves a custom script to download the files from the SFTP server-this is necessary because file retrieval from external servers typically requires specific connectivity and security configurations that are best handled in a custom-coded step. The subsequent two steps would utilize standard Salesforce B2C Commerce job steps to import the downloaded promotion and coupon data into the platform. This method ensures that the data flow is streamlined, from retrieval through to integration into the Commerce platform.

NEW QUESTION # 61

The Client has requested an Architect's help in documenting the architectural approach to a new home page.

The requirements provided by the business are:

- * Multiple areas of static image content, some may need text shown at well

- * The content page must be Realizable
- * A carousel of featured products must be shown below a banner 101191
- * Recommended categories will be featured based on the time of year

Which two solutions would fulfil these requirements?

Choose 2 answers

- A. Leverage B2C Commerce ContentManagement Service
- B. Leverage B2C Commerce locales in Business Manager
- C. Leverage B2C Commerce Page Designer with a dynamic layout.
- D. Leverage B2C Commerce content slots and assets

Answer: C,D

Explanation:

To fulfill the requirements of having multiple static image content areas, a carousel of featured products, and dynamic content adjustments based on the time of year:

* Option C (Leverage B2C Commerce content slots and assets): This solution allows for dynamic content management where different assets and slots can be used to manage and display static images, text overlays, and other content variations effectively.

* Option D (Leverage B2C Commerce Page Designer with a dynamic layout): Using the Page Designer with a dynamic layout enables the easy assembly of complex page designs, including carousels and responsive elements that adjust based on viewing device or other criteria like time of year. This tool provides the flexibility required for real-time customization and resizability of page elements.

These solutions provide robust and flexible management of site content that meets the business's needs for a visually engaging and adaptable homepage.

NEW QUESTION # 62

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