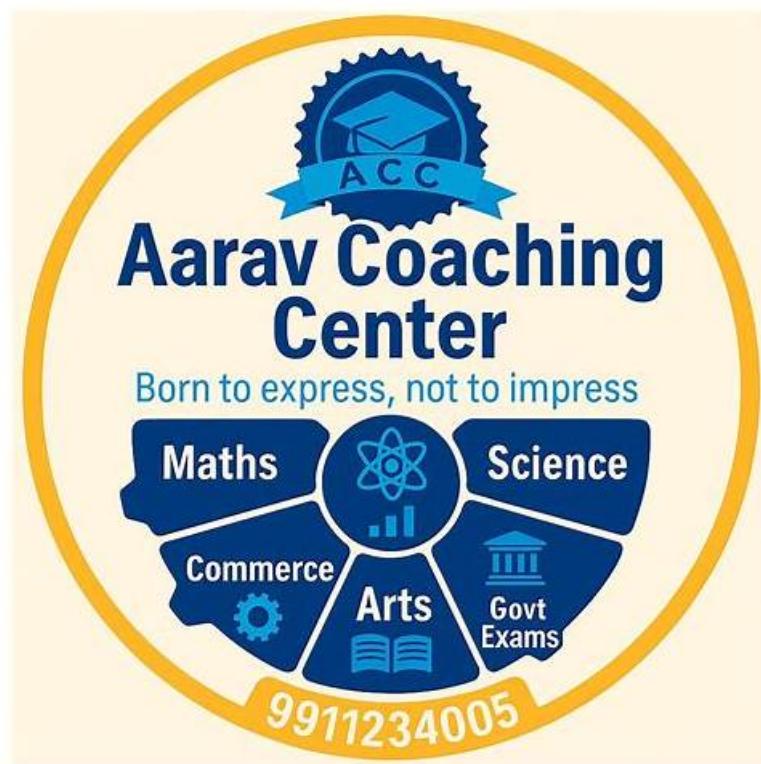


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Salesforce Certified B2C Commerce Architect Sample Questions (Q54-Q59):

NEW QUESTION # 54

An Architect is documenting the technical design for a single B2C Commerce storefront. The Client has a business requirement to provide pricing that is customized to specific groups:

- * 50 different pricing groups of customers
- * 30 different pricing groups of employees
- * 10 different pricing groups of vendors

Which items should the Architect include in the design in order to set applicable price books based on these requirements" Choose 2 answers

- A. - 50 customer groups for customers- 30 customer groups for employees- 10 customer groups for vendors
- B. - One promotion and 50 campaigns for customers- One promotion and 30 campaigns for employees- One promotion and 10 campaigns for vendors
- C. - One campaign and multiple promotions for each customer group
- D. - One customer group and 30 subgroups for customers- One customer group and 30 subgroups for employees- One customer group and 10 subgroups for vendors

Answer: A,C

Explanation:

For handling multiple pricing groups with specific discounts or prices for different customer groups, the optimal approach involves setting up separate customer groups for customers, employees, and vendors (Answer A). This setup allows the storefront to apply specific price books to each group accurately based on their designation. Furthermore, utilizing campaigns and multiple promotions tailored to each customer group (Answer C) facilitates targeted marketing efforts and pricing strategies effectively. These practices ensure that each group receives relevant pricing adjustments and promotional offers, thereby enhancing the shopping experience and managing financial transactions efficiently within Salesforce B2C Commerce.

NEW QUESTION # 55

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 fulfil this new requirement while maintaining scalability?

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

Answer: A

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 # 56

The client provided these business requirements:

- * The B2C Commerce storefront will integrate with the client's Order Management System (OMS).
- * The storefront will provide real-time order export of successfully pieced orders. The OMS supports both web service export and SFTP batch order export, but the client has expressed concern about the availability of the OMS.

Which two solutions satisfy the requirements and address the OMS reliability concern?

Choose 2 answers

- A. Implement a batch export of orders via web service, excluding exported orders. This runs as a scheduled Job with an hourly run rate and marks processed orders as exported upon success.
- B. Implement a live export of orders during checkout via web service, marking the processed order as exported when the API returns successfully.
- C. Implement a batch export of orders to SFTP, excluding exported orders. This runs as a scheduled job with a high-frequency run rate and marks processed orders as exported upon success.
- D. Implement a live export of orders during checkout via SFTP, marking the processed order as exported when it has completed successfully.

Answer: A,C

Explanation:

Given the concerns about the reliability of the OMS, implementing scheduled batch exports ensures that order data is not lost due to potential OMS downtime and allows for reattempting failed exports. Option B uses SFTP for a high-frequency batch export, which can be scheduled to run multiple times a day, ensuring minimal delay in order synchronization while marking orders as exported upon successful transmission.

Option C provides a similar safeguard but via web service, which can be scheduled to run hourly. Both methods enable tracking of export status and can handle temporary downtimes by reattempting the export until successful, aligning with the need for reliability in integration processes.

NEW QUESTION # 57

Northern Trail Outfitters (NTO) operate 200 physical stores. NTO has products that are available in some of the physical stores and not available in others. The closest physical store is determined based on customer's post zip code when they are shopping online. Only the products that are available in the customer's closest physical store should be presented to the customer in the search results.

What are the two feasible technical approaches to meet these requirements?

Choose 2 answers

- A. Create a separate shipping method per physical store. Use post/zip code to determine the applicable shipping method. Show only the products that are not excluded from the shipping method.
- B. Create a separate pricebook per physical store. Use post/zip code to activate this pricebook through a customer group. Show only the products with price by applying price refinement.
- C. Create a separate site per physical store. Use post/zip code to redirect the customer to the relevant site. Show the products from the site navigation catalog.
- D. Create a separate category per physical store use post/zip code with a mapping to determine the relevant category. Show only the products from this category.

Answer: B,D

Explanation:

For Northern Trail Outfitters to ensure that only products available in a customer's closest physical store are shown:

* Option B is effective because it organizes inventory by store-specific categories, which can then be dynamically linked to a customer's location via their postal/zip code. This allows the system to filter search results based on the relevant category that corresponds to the closest store.

* Option D leverages separate pricebooks that are specific to each store, enabling product availability to be managed through price refinements. This method also uses the customer's zip code to activate the appropriate pricebook, ensuring that only products priced (and thus available) in the nearest store are displayed.

Both methods are scalable and integrate seamlessly with the existing infrastructure of the Salesforce B2C Commerce platform.

NEW QUESTION # 58

During a load test the storefront shows steady but slow performance on all the pages being tested. The Architect opens Pipeline Profiler and sorts the data by "total time" column. The following come as the top Ave items:

Which controller should the Architect focus on to further investigate the performance issue?

- A. Product-HitTile as it has the highest hits during the load test.
- B. Search Show as this is one of the key controllers that the customer uses
- C. Home-IncludeHeaderMenu as it has highest average time.
- D. Product-Detail as it has the highest total time and highest maximum time.

Answer: D

Explanation:

Focusing on the 'Product-Detail' controller is prudent given that it has the highest total time and the highest maximum time (Answer C), suggesting that it significantly contributes to the overall load and potential slowdowns on the site. By analyzing and optimizing this controller, the architect can potentially achieve the most substantial improvement in performance. Efforts might include optimizing database queries, caching frequently requested data, or simplifying complex logic in the Product-Detail page's processing.

NEW QUESTION # 59

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