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## Salesforce Certified B2C Solution Architect Sample Questions (Q109-Q114):

### NEW QUESTION # 109

A company wants to implement B2C Commerce and Service Cloud, and then connect the systems with its existing instance of Marketing Cloud.

Which two tactics should a Solution Architect recommend to model a customer across all three systems? Choose 2 answers

- A. Get in touch with the Marketing Cloud Professional Services to perform a subscriber key migration.
- B. Migrate the existing Marketing Cloud data into B2C Commerce and set the subscriber key as the Customer ID.
- C. Use Service Cloud as system of record for customer data and consent preferences across all channels.
- D. Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.

**Answer: C,D**

Explanation:

These answers are correct because they are ways to model a customer across all three systems using the Marketing Cloud Subscriber Key and Service Cloud as sources of truth. The Marketing Cloud Subscriber Key can be sent to Service Cloud and B2C Commerce to be held for reference, which can help link customer records across systems and enable cross-channel marketing and service. Service Cloud can be used as system of record for customer data and consent preferences across all channels, which

can help comply with data privacy laws and provide a consistent customer experience. References:  
[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_marketing\\_cloud\\_connect\\_best\\_practices.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect_best_practices.htm&type=5)  
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#### NEW QUESTION # 110

Northern Trail Outfitters (NTO) exported all the Account records from Salesforce and used a data transformation tool to clean up values in the phone field using a standardized format. The export file has more than 2 million records. During previous data loads for similar updates on the Account object, NTO did not experience any issues with row lock.

Which feature of Data Loader should be used to load this data back into Salesforce faster?

- A. Bulk API Serial Mode
- B. REST API
- C. SOAP API
- D. Bulk API

#### Answer: D

Explanation:

Bulk API is a feature of Data Loader that allows loading large amounts of data into Salesforce faster and more efficiently. Bulk API uses asynchronous processing to handle data in batches, which reduces network overhead and improves performance. Bulk API is suitable for loading data files with more than 20,000 records or larger than 10 MB. The export file has more than 2 million records, so Bulk API should be used to load this data back into Salesforce faster. References:

\* [https://help.salesforce.com/s/articleView?id=sf.data\\_loader\\_bulk.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.data_loader_bulk.htm&type=5)

\* [https://developer.salesforce.com/docs/atlas.en-us.api\\_asynch.meta/api\\_asynch/asynch\\_api\\_intro.htm](https://developer.salesforce.com/docs/atlas.en-us.api_asynch.meta/api_asynch/asynch_api_intro.htm)

#### NEW QUESTION # 111

Northern Trail Outfitters Is migrating away from legacy system and is currently implementing Service Cloud, Marketing Cloud, and B2C Commerce to support their growing business needs. The business has asked a Solution Architect to propose a cross-cloud data mapping design that makes use of the strengths of each platform

Which two recommendations should a Solution Architect include to the design?

Choose 2 answers

- A. Map B2C Commerce profile to Salesforce Platform Contact and to Marketing Cloud Contact.
- B. Ensure that the legacy systems data model is mapped and implemented as-is without any modifications to minimize data migration complexity.
- C. Use an integration tool so there is no need to consider data mapping as part of the design.
- D. Document the data type and size constraints in each system to ensure entities are mapped correctly.

#### Answer: A,D

Explanation:

Documenting the data type and size constraints in each system is important to ensure that the entities are mapped correctly and that no data is lost or corrupted during the integration process. Mapping B2C Commerce profile to Salesforce Platform Contact and to Marketing Cloud Contact is a best practice for cross- cloud data mapping design, as it allows for a consistent view of the customer across all platforms and enables cross-channel marketing and service capabilities.

#### NEW QUESTION # 112

A financial company uses an external system for pricing and quotation.

What is the recommended approach to use the pricing and discount rules in the external system within Salesforce during the loan application process?

- A. Use the API callout component in Process Builder to retrieve the latest information from the external system during the loan application process.
- B. Use an external object to store pricing and discount information.
- C. Use the Apex callout to retrieve the latest information from the external system during the loan application process.
- D. Rebuild the logic used in the external system using Apex.

#### Answer: C

#### Explanation:

This option allows you to use Apex code to make HTTP requests and receive HTTP responses from an external system, such as a pricing and quotation service. You can use the `@future(callout=true)` annotation to make asynchronous callouts from Apex triggers or invocable methods. The other options are either not feasible or not optimal for this use case.

#### NEW QUESTION # 113

An organization wants to avoid sending post-purchase review emails until a customer has had a chance to receive and try out their order. The typical shipping duration is around 3 days, but the organization is unsure about how long it takes a customer to try the product once it has been delivered.

What should the company do to leverage its Salesforce product suite and optimize the open rates for its post-purchase emails?

- A. Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.
- B. Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-, 2-, and 3-day Wait activity based on open rate to optimize the additional delay for product testing.
- C. Use Salesforce Order Management to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.
- D. Use Salesforce Order Management to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-, 2-, and 3-day Wait activity based on open rate to optimize the additional delay for product testing.

#### Answer: A

#### Explanation:

B2C Commerce can trigger a Marketing Cloud post-purchase journey using the Transactional Messaging API.

Journey Builder can use a Wait activity to delay the email delivery based on a fixed duration or a date attribute. Einstein Engagement Split can use AI to determine the optimal path for each customer based on their engagement behavior, such as open rate.

References: <https://developer.salesforce.com/docs/commerce>

[/sfra/marketing-cloud/transactional-messaging-api](https://sfra/marketing-cloud/transactional-messaging-api) [https://help.salesforce.com/s/articleView?id=sf\\_mc\\_jb\\_wait\\_activity.htm&type=5](https://help.salesforce.com/s/articleView?id=sf_mc_jb_wait_activity.htm&type=5)

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#### NEW QUESTION # 114

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