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Salesforce Certified B2C Solution Architect Sample Questions (Q103-Q108):

NEW QUESTION # 103

A financial services firm with many high net-worth individuals Is about to implement Service Cloud, Marketing Cloud, and Salesforce Platform. Given the nature of the individuals, they are often required to adhere to financial regulations and civil procedures in regards to their data. This often requires restricting their data processing.

Given that requirement, what are three considerations the financial services firm should be aware of when limiting data processing across these clouds?

Choose 3 answers

- A. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative.
- B. Export relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data.
- C. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact
- D. Consider deleting all of the customer data in order to adhere to the requirements.
- E. Restricting data within Service Cloud requires contacting a Service Cloud account representative.

Answer: A,B,C

Explanation:

These are three considerations that the financial services firm should be aware of when limiting data processing across these clouds. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact, as deleting a restricted contact will result in an error message. Exporting relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data is a best practice for complying with data requests or regulations. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative, as this feature is not available in the user interface.

NEW QUESTION # 104

Universal Containers (UC) is sending Invoice data from an external ERP system into their Salesforce org. Management is worried about data storage in their org. and after some analyses, they have identified the ERP Invoice records responsible for over 40% of the data storage. Their current business process does not require a Salesforce user to edit these records, so they can be read-only.

What recommendation should a Solution Architect make in order to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce?

- A. Use Platform Events to sync Invoice record changes
- B. Use Change Data Capture to sync Invoice records
- C. Use Salesforce Connect/External Objects (with custom Apex adapters)
- D. Build a custom solution to view the ERP Invoice records in Salesforce

Answer: C

Explanation:

This answer is correct because it is a way to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce. Salesforce Connect/External Objects can be used to display external data in Salesforce without copying or storing it. Custom Apex adapters can be used to connect to any external system that has a web service API, such as an ERP system. References: https://help.salesforce.com/s/articleView?id=sf.datacloud_connect.htm&type=5 https://developer.salesforce.com/docs/atlas.en-us/apexcode.meta/apexcode/apex_connector_intro.htm

NEW QUESTION # 105

A customer has been using Marketing Cloud with their existing (non-Salesforce) ecommerce site for more than 3 years and is now implementing Service Cloud to help improve the quality of support given to their customers. While Service Cloud will be integrated with the ecommerce site and they want to use many Marketing Cloud Connect features, the customer is insisting on continuing to use the existing integration between the ecommerce site and Marketing Cloud until they move to Salesforce B2C Commerce (planned for the coming 2 years).

Which two concerns should the Solution Architect raise with the customer considering the approach they want to take?

Choose 2 answers

- A. Journey Builder will need to be used to update the Contact Key directly in Marketing Cloud to ensure the existing ecommerce site integration can continue to be used.
- B. Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents.
- C. Additional Matching rules will need to be implemented in Service Cloud to ensure identities are merged before messaging in Marketing Cloud.

- D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date.

Answer: B,D

Explanation:

B: Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents. Marketing Cloud Connect can only track email sends that are initiated from Marketing Cloud or Salesforce CRM, not from an external ecommerce site.

This means that the Service Agents will not have a complete view of the customer's email interactions or preferences. D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date. Marketing Cloud Connect uses the Salesforce Contact ID or Lead ID as the contact key in Marketing Cloud, which is a unique identifier for each contact or lead. If the existing ecommerce site integration uses a different identifier, such as email address or customer ID, then it may create duplicate contacts in Marketing Cloud when syncing with Service Cloud. This can affect the contact count, billing, and personalization in Marketing Cloud. References: https://help.salesforce.com/s/articleView?id=sf.mc_co_sync_leads_and_contacts.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5

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

NEW QUESTION # 106

A salesperson needs to know which subscription a customer has subscribed to or unsubscribed from when reviewing their account in Sales Cloud. However, Marketing Cloud needs to honor the unsubscribe action when it sends out emails.

Which two steps should a Solution Architect take to meet these requirements?

Choose 2 answers

- A. Create a Journey activity to update the records in Sales Cloud.
- B. Implement the Marketing Cloud Connector to ensure the unsubscribe data is synced from Sales Cloud.
- C. Use the out-of-the-box preference center in Marketing Cloud.
- D. Create a custom preference center that updates the records in Sales Cloud.

Answer: B,D

Explanation:

B: Creating a custom preference center that updates the records in Sales Cloud can help meet the requirements by allowing customers to manage their subscription preferences and opt-in or opt-out of different email lists or publications. This can also provide more granular control over the data synchronization between Sales Cloud and Marketing Cloud. D. Implementing the Marketing Cloud Connector can help meet the requirements by enabling bi-directional data integration between Sales Cloud and Marketing Cloud. This can also allow Marketing Cloud to honor the unsubscribe status of contacts or leads in Sales Cloud when sending emails. References:

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

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

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

NEW QUESTION # 107

An organization chose a multi-cloud solution that is comprised of Service Cloud and B2C Commerce. The organization now wants to ensure that the theme of its self-service portal is consistent with the theme of its B2C Commerce storefront.

How should a Solution Architect ensure that this requirement is met?

- A. Set the value of the Portal Theme URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
- B. Copy any relevant .css code from the organization's website and paste it into the pages for the self-service portal in Page Builder.
- C. Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
- D. Make a copy of the appropriate .css file from the organization's web server and upload it to the self-service portal.

Answer: C

