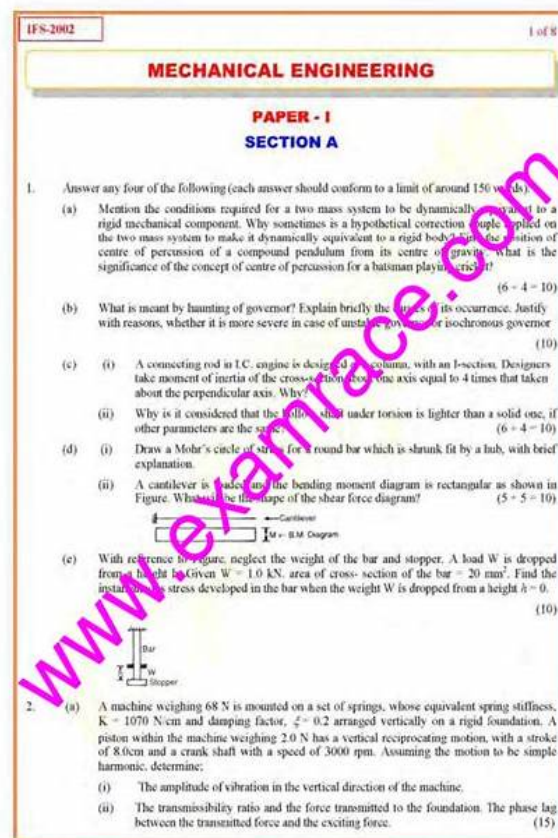# Arch-302 Guide | Arch-302 Simulation Questions

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Arch-302 Actual Lab Questions: Salesforce Certified B2C Solution Architect & Arch-302 Exam Preparatory

The Technological environment is changing rapidly because of new technological advancements and innovations. It's become mandatory to study and apply new techniques. Salesforce Arch-302 dumps certification will help you to adapt to the demands of the current world. Arch-302 Exam Dumps will assist you in obtaining better employment opportunities compared to your competitors. A DumpsActual will not only increase your knowledge but it will polish your skills as well to proceed successfully in the world of Salesforce.

Salesforce Certified B2C Solution Architect Sample Questions (Q126-Q131):

NEW QUESTION # 126
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. Use Service Cloud as system of record for customer data and consent preferences across all channels.
- B. Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.
- C. Get in touch with the Marketing Cloud Professional Services to perform a subscriber key migration.
- D. Migrate the existing Marketing Cloud data into B2C Commerce and set the subscriber key as the Customer ID.

Answer: A,B

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.b2c_commerce_service_cloud_integration.htm&type=5

NEW QUESTION # 127

A customer is currently implementing B2C Commerce and wants to use Marketing Cloud to send triggered emails like the Welcome Email, Order Confirmation, and Order Status Update Email. The customer is not interested in Sales or Service Cloud.
Which three steps are required to configure the Marketing Cloud for B2C Commerce storefront triggered emails?
Choose 3 answers

- A. Update order.export custom object in B2C Commerce with the Marketing Cloud object data extension
- B. Set up jobs in B2C Commerce to send catalog, product, order, and customer to Marketing Cloud SFTP.
- C. Extend the B2C Commerce storefront to trigger emails via Marketing Cloud's journey REST APIs.
- D. Configure data extensions in Marketing Cloud for B2C Commerce objects.
- E. Copy and paste the Collect Script within the head or body in the website template.

Answer: A,C,E

Explanation:
B: Extending the B2C Commerce storefront to trigger emails via Marketing Cloud's journey REST APIs allows the customer to send triggered emails based on customer behavior on the storefront, such as signing up, placing an order, or abandoning a cart. The REST APIs can also pass data attributes, such as order details or personalization information, to Marketing Cloud. D. Copying and pasting the Collect Script within the head or body in the website template allows the customer to track customer behavior on the storefront using Marketing Cloud's Web & Mobile Analytics feature. The Collect Script can also capture customer attributes, such as email address or contact key, and send them to Marketing Cloud. E. Updating order.export custom object in B2C Commerce with the Marketing Cloud object data extension allows the customer to map order data from B2C Commerce to Marketing Cloud using a point-and-click configuration in Business Manager.
This enables order data synchronization between B2C Commerce and Marketing Cloud. References:
https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration
https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api
https://help.salesforce.com/s/articleView?id=sf.mc_pb_web_and_mobile_analytics.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_with_commerce_cloud.htm&type=5

NEW QUESTION # 128

A company Is implementing B2C Commerce, Service Cloud, and Marketing Cloud. The company Is based in Europe and needs to be compliant with GDPR.
Which two design implementations should a Solution Architect use to ensure GDPR compliance?
Choose 2 answers

- A. Set field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud
- B. Set tracking site preference for each storefront
- C. Use email addresses, SMS, or other channel addresses as the contact key {subscriber key) in Marketing Cloud
- D. Use a Salesforce record ID as a single unique identifier to apply across channels and clouds

Answer: A,D

Explanation:
B: Using a Salesforce record ID as a single unique identifier to apply across channels and clouds can help ensure GDPR compliance by enabling data portability, deletion, and anonymization across systems. This can also reduce data duplication and improve data quality. D. Setting field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud can help ensure GDPR compliance by protecting sensitive data from unauthorized access or disclosure. This can also help meet the requirements of data minimization and pseudonymization. References:
* https://trailhead.salesforce.com/en/content/learn/modules/gdpr_basics/gdpr_basics_principles
* https://help.salesforce.com/s/articleView?id=sf.mc_co_contact_key.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_security.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.field_level_encryption.htm&type=5

NEW QUESTION # 129

A company wants to migrate their existing in-house order management solution to the Salesforce Order Management product, which will trigger post-purchase transactional emails through Marketing Cloud. They are already using B2C Commerce, Service Cloud, and Marketing Cloud, as well as the B2C Commerce - Service Cloud Connector and Marketing Cloud Connect.
What are three actions that a Solution Architect must take when planning and deploying this solution? Choose
3 answers

- A. Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector.
- B. Migrate subscriber keys in Marketing Cloud to a new Order Management customer identifier.
- C. Integrate Salesforce Order Management to B2C Commerce for order history and user self service.
- D. Replace the Service Cloud Connector with an Order Management Connector for B2C Commerce.
- E. Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios.

Answer: A,C,E

Explanation:
Salesforce Order Management is a product that allows managing orders across different channels and systems. To migrate the existing in-house order management solution to the Salesforce Order Management product, the following actions should be taken:
* Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios. Data extensions are tables that store data in Marketing Cloud, and triggered sends are email messages that are sent automatically based on an external event. Data extensions and triggered sends can be used to store order data and send order confirmation, shipment notification, or cancellation emails to customers.
* Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector. The Service Cloud Connector is a cartridge that enables integration between B2C Commerce and Service Cloud. The Order Management Connector is a cartridge that enables integration between B2C Commerce and Salesforce Order Management. Some features of the Service Cloud Connector, such as order history or order cancellation, may conflict with the Order Management Connector, so they should be removed or disabled.
* Integrate Salesforce Order Management to B2C Commerce for order history and user self service. This integration allows customers to view their order history and status, track their shipments, cancel their orders, or initiate returns on the B2C Commerce storefront. This integration also allows agents to view and manage orders in Service Cloud.
Option D is incorrect because migrating subscriber keys in Marketing Cloud to a new Order Management customer identifier is not necessary or recommended. Option E is incorrect because replacing the Service Cloud Connector with an Order Management Connector for B2C Commerce is not possible or advisable.
References:
* https://help.salesforce.com/s/articleView?id=sf.order_overview.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.mc_co_transactional_messaging.htm&type=5
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https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementOverview.html
*
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementConnector.html

NEW QUESTION # 130
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. Consider deleting all of the customer data in order to adhere to the requirements.
- 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. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative.
- E. Restricting data within Service Cloud requires contacting a Service Cloud account representative.

Answer: B,C,D

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 # 131
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