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## Salesforce Certified B2C Solution Architect Sample Questions (Q112-Q117):

### NEW QUESTION # 112

A company is currently Implementing B2C Commerce and wants to use Marketing Cloud to send transactional emails like the Welcome Email, Order Confirmation, and Order Status Update Email.

Which three steps are required to configure the Marketing Cloud Connector for triggered emails?

Choose 3 answers

- A. Configure REST Services in B2C Commerce that will be used to authenticate B2C Commerce against Marketing Cloud via its API integration and initiate a transactional email delivery.
- B. Create an API Integration in Marketing Cloud using Installed Packages that provision access to Marketing Cloud APIs by external systems like B2C Commerce.
- C. Integrate Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP.
- D. Customize the B2C Commerce storefront to invoke Marketing Cloud's Transactional Messaging REST API whenever a transactional message should be delivered. This customization should first authenticate B2C Commerce against Marketing Cloud and then deliver the Transactional Messaging payload to inform message contents.
- E. Customize the B2C Commerce storefront to trigger Marketing Cloud Transactional Messages at strategic points in the customer's experience by using Marketing Cloud's Transactional Messaging REST API. This customization should include a payload that informs message contents.

**Answer: A,B,E**

Explanation:

\* Option A is correct because configuring REST services in B2C Commerce is a necessary step to enable authentication and communication with Marketing Cloud via its API integration and to initiate transactional email delivery using Marketing Cloud's Transactional Messaging REST API.

\* Option C is correct because creating an API integration in Marketing Cloud using Installed Packages is a necessary step to provision access to Marketing Cloud APIs by external systems like B2C Commerce and to generate an API key and secret for authentication purposes.

\* Option D is correct because customizing the B2C Commerce storefront to trigger Marketing Cloud Transactional Messages at strategic points in the customer's experience is a necessary step to invoke Marketing Cloud's Transactional Messaging REST API with a payload that informs message contents and recipients.

\* Option B is incorrect because front-end development capabilities are not required to configure the Marketing Cloud Connector for triggered emails, but rather to customize the B2C Commerce storefront and the email templates in Marketing Cloud.

\* Option E is incorrect because integrating Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP is not required to configure the Marketing Cloud Connector for triggered emails, but rather to enable data synchronization and segmentation for marketing campaigns.

References:

\* Get Started with B2C Solution Architect Cert Prep - Trailhead

\* Certification - B2C Solution Architect - Trailhead

### NEW QUESTION # 113

A company uses B2C Commerce, Experience Cloud, and Marketing Cloud. Now the company wants to enable Social Login with Facebook, Google, and Twitter to increase their conversion rates. Currently, Customer Identity is in use and two types of accounts are available: Individual accounts and household accounts.

Which consideration should a Solution Architect keep in mind when configuring seamless cross-cloud identity?

- A. To create the external authenticated profile in Commerce Cloud, Service Cloud will need to invoke a remote OAuth2 authentication request to Commerce Cloud.
- B. The Commerce Cloud to Service Cloud connector supports both person account and contact accounts out-of-the-box.
- C. Full access (full) scope will request access to all accessible data that the third-party provides.
- D. Commerce Cloud will be the system of record for customer shopping data, including individual profile and authentication credentials.

**Answer: D**

Explanation:

Product Catalogs are a type of data extension that contain product information for generating product recommendations using Einstein in Marketing Cloud. Product Catalogs can be configured natively to sync from B2C Commerce to Marketing Cloud using a point and click configuration in the Marketing Cloud Business Manager. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_pb\\_product\\_catalog.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_pb_product_catalog.htm&type=5) <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

### NEW QUESTION # 114

A merchant has a requirement to engage customers with a series of promotional messaging including a coupon offer generated in B2C Commerce. Reminder emails are sent to those customers who have not redeemed the coupon 10 and 2 days before its

expiration.

Which three elements are required to support this scenario?

Choose 3 answers

- **A. B2C Commerce cartridge to call Marketing Cloud APIs**
- B. Marketing Cloud Connect for Service to Marketing Cloud
- C. Service Cloud for support of coupons and redemption management
- **D. Marketing Cloud Installed Package**
- **E. 82C Commerce storefront**

**Answer: A,D,E**

Explanation:

To enable the scenario of sending promotional emails with coupon offers generated in B2C Commerce, the following elements are required:

- \* A B2C Commerce cartridge to call Marketing Cloud APIs, such as the Transactional Messaging API, to trigger the email journey and pass the coupon code as a data attribute.
- \* A Marketing Cloud Installed Package to create an API integration between B2C Commerce and Marketing Cloud and provide authentication credentials and permissions.
- \* A B2C Commerce storefront to generate and manage the coupon codes and redemption logic.

References: <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api>

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

[https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/content/b2c\\_commerce/topics/promotions/b2c\\_coupon\\_codes.html](https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/content/b2c_commerce/topics/promotions/b2c_coupon_codes.html)

#### NEW QUESTION # 115

A company is beginning a multi-cloud implementation involving B2C Commerce and Service Cloud. The company wants to trace configuration and code changes as much as possible and ensure basic standards for code quality.

Which three options should a Solution Architect recommend to help the company with this goal?

Choose 3 answers

- **A. GIT Repository**
- B. Smoke testing
- **C. Static Code Analysis tools**
- **D. CI/CD Pipelines**
- E. Salesforce DX

**Answer: A,C,D**

Explanation:

A GIT repository is a version control system that allows developers to track changes in code and collaborate on projects. A GIT repository can help with tracing configuration and code changes across different environments and branches. Static code analysis tools are software tools that analyze source code or compiled versions of code to find potential errors, bugs, vulnerabilities, or quality issues. Static code analysis tools can help with ensuring basic standards for code quality and security. CI/CD pipelines are automated workflows that enable developers to integrate code changes into a shared repository and deliver them to production environments with speed and reliability. CI/CD pipelines can help with testing, deploying, and monitoring configuration and code changes across different environments. Smoke testing is a type of software testing that verifies the basic functionality of an application or system after deployment. Smoke testing can help with ensuring the stability and performance of configuration and code changes, but it does not trace or enforce them. Salesforce DX is a set of tools and features that enable developers to build applications on the Salesforce Platform using an org development model or a package development model. Salesforce DX can help with managing configuration and code changes across different environments, but it is not specific to multi-cloud implementations. References:

\* <https://git-scm.com/book/en/v2/Getting-Started-About-Version-Control>

\* <https://www.perforce.com/blog/qac/what-static-code-analysis>

\* <https://www.redhat.com/en/topics/devops/what-is-ci-cd>

\* <https://www.guru99.com/smoke-testing.html>

\* <https://developer.salesforce.com/platform/dx>

#### NEW QUESTION # 116

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

**Answer: C,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://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.mc_co_contact_key.htm&type=5)

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\* [https://help.salesforce.com/s/articleView?id=sf.field\\_level\\_encryption.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.field_level_encryption.htm&type=5)

## NEW QUESTION # 117

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