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ARCH 302
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ARCH 302
LECTURE SERIES

Erhan Karaesmen (Emeritus Dr., Civ. Eng., METU)
Earthquake: Before and Afterwards
March 6th, 10:40 am

Ahmet Türer (Prof. Dr., Civ. Eng., METU)
Earthquakes and Advantages of Wooden Houses
March 7th, 10:40 am

Cengiz Özmen (Assoc. Prof. Dr., Arch., Çankaya University)
An Architectural Journey Through the Realities and Myths of Seismic Design in Turkey
March 13th, 10:40 am

Deniz Üçer Erduran (Inst. Dr., Arch., Bilkent University)
A Review of the Book 'Structure Systems' by Heino Engel - 1997
March 13th, 11:40 am

Acil Tasarım Stüdyosu (METU)
Urgent Design Studio Works
March 14th, 10:40 am

Meltem Şenol Balaban (Assoc. Prof. Dr., CRP, METU)
Kahramanmaraş Earthquakes and Resilient Cities
March 14th, 11:40 am

Sibel Yıldırım Esen (Assist. Prof. Dr., Arch., METU)
Cultural Heritage, Disasters, and Resilience
March 20th, 11:00 am

Yavuz Özkaya (Architect, Conservation Specialist)
Neriman Şahin Güçhan (Prof. Dr., Arch., METU)
Design of Commagene Cultural Center in Adyaman and Visitor Welcome Centers at Nine Archeological Sites around Nemrut Mound, and Commagene Nemrut Management Plan
March 21th, 10:40 am

Ali İhsan Ünay (Prof. Dr., Arch., Gazi University)
Structural Form Sprouting (Emerging) in Architecture under the Threat of Disaster
March 21th, 11:40 am

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Salesforce Certified B2C Solution Architect Sample Questions (Q147-Q152):

NEW QUESTION # 147

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across all three products. The company has one B2C Commerce realm serving two storefronts, a Salesforce org, and a Marketing Cloud instance with a single business unit that leverages email address as a subscriber key. None of these Salesforce Clouds are integrated. The company is also interested in integrating with Customer 360 Data Manager.

Which two Marketing Cloud implementation recommendations should a Solution Architect present to the company to adjust their architecture to adhere to Salesforce multi-cloud integration best practices?

Choose 2 answers

- A. B2C Commerce should integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront.
- B. Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.
- C. Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices.
- D. Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.

Answer: C,D

Explanation:

* Option B is correct because Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit. This is a recommended practice to enable multi-brand marketing campaigns and segmentation based on different storefronts and customer profiles.

* Option C is correct because Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices. This is a recommended practice to enable data integration and identity resolution across multiple Salesforce clouds using Customer 360 Data Manager. Email address is not a suitable subscriber key for multi-cloud scenarios, as it may change over time or be shared by multiple customers.

* Option A is incorrect because Marketing Cloud should not serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier. This is not a recommended practice, as it would create data quality issues, security risks, and integration challenges across multiple Salesforce clouds. Customer email addresses are also not suitable as a multi-cloud customer identifier, as they may change over time or be shared by multiple customers.

* Option D is incorrect because B2C Commerce should not integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront. This is not a recommended practice, as it would create data duplication, synchronization issues, and performance impacts across multiple Salesforce clouds. B2C Commerce should integrate with Service Cloud or Customer 360 Data Manager to create or update customer records based on their actions on the storefront.

References:

- * [Get Started with B2C Solution Architect Cert Prep - Trailhead]
- * [Certification - B2C Solution Architect - Trailhead]
- * [B2C Solution Architect Certification Guide | Salesforce Ben]

NEW QUESTION # 148

As part of a digital transformation initiative, Universal Containers (UC) wants to start a new project to implement Salesforce Platform, Marketing Cloud, and B2C Commerce. They have mapped the requirements and captured the user stories, including non-functional requirements. Almost all requirements touch all three clouds.

UC wants to go-live with all functionality in three years, but the executive team would like to see the benefits and return on investment sooner than that.

What should the Solution Architect recommend in order to align with the executive team's request?

- A. A multi-phased approach with functionality across all clouds delivered to production in each phase.
- B. Reduce the overall timeline by removing most non-functional requirements around reliability and performance.
- C. Build and test the functionality across all clouds at once and deploy to production at the end of the three years.

- D. Go-live with Sales and Service cloud functionality first, followed by Marketing Cloud, and then B2C Commerce.

Answer: A

Explanation:

This answer is correct because it aligns with the executive team's request to see the benefits and return on investment sooner than three years. A multi-phased approach allows for incremental delivery of functionality across all clouds, which can provide value to the business and customers faster and more frequently.

References: <https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process>

NEW QUESTION # 149

A company is in the process of defining the right systems to deliver key capabilities for its B2C business. The company has about 2 million customers, each placing an average of 100 orders each year through its existing B2C Commerce platform. The company needs a system that can;

- * Deliver a full list of all customer orders throughout their engagement lifetime
- * Provide lifetime engagement tracking and history of the customer
- * Calculate the lifetime value of customers based on their orders

Which three systems should a Solution Architect recommend to meet the company's requirements?

Choose 3 answers

- **A. Marketing Cloud**
- **B. Sales Cloud**
- C. Materials Written
- D. Heroku
- E. Service Cloud
- **F. Salesforce Order Management**

Answer: A,B,F

Explanation:

A system is a software application or platform that provides specific functionality or capabilities for a business. A system can be either internal or external to Salesforce, depending on where it is hosted and how it is accessed. To deliver key capabilities for its B2C business, a company should use the following systems:

- * **Sales Cloud:** Sales Cloud is a product that allows managing sales processes and activities across different channels and devices. Sales Cloud can help the company to deliver a full list of all customer orders throughout their engagement lifetime, by integrating with B2C Commerce and other systems to capture and display order information on customer records.
- * **Marketing Cloud:** Marketing Cloud is a product that allows creating and delivering personalized marketing campaigns across different channels and devices. Marketing Cloud can help the company to provide lifetime engagement tracking and history of the customer, by integrating with B2C Commerce and other systems to collect and analyze customer behavior and interactions across touchpoints.
- * **Salesforce Order Management:** Salesforce Order Management is a product that allows managing and fulfilling orders across different channels and systems. Salesforce Order Management can help the company to calculate the lifetime value of customers based on their orders, by integrating with B2C Commerce and other systems to aggregate and report on order revenue and profitability.

Option B is incorrect because Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. Option C is incorrect because Heroku is a platform that allows building, running, and scaling custom web applications using various languages and frameworks. Heroku does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. Option D is incorrect because Materials Written is not a system, but rather a term that refers to written documents or content that are used for communication or education purposes. Materials Written does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. References:

- * <https://www.salesforce.com/products/sales-cloud/overview/>
- * <https://www.salesforce.com/products/marketing-cloud/overview/>
- * <https://www.salesforce.com/products/commerce-cloud/ecommerce/order-management/>

NEW QUESTION # 150

During discovery conversations an organization notes that they want to create a custom survey around their customer's preferences

to help improve product recommendations, marketing journeys, and customer service upsell opportunities. They want to house the survey responses in their Salesforce ecosystem so they can run reports. They plan on having two teams manage the survey and change questions twice a year.

Which three questions should a Solution Architect ask to ensure they understand the requirements well enough to design an appropriate multi-cloud solution?

Choose 3 answers

- **A. Will the teams need the ability to change designs?**
- B. Does the team need front-end development capabilities?
- C. Will you ever have more than nine possible answers for a survey question?
- **D. How often do you update surveys?**
- **E. How many survey responses would you anticipate in a peak 24-hour period?**

Answer: A,D,E

Explanation:

* Option A is correct because the ability to change designs may affect the choice of survey tools and platforms, as well as the level of customization and maintenance required.

* Option C is correct because the volume of survey responses may impact the performance, scalability, and reliability of the survey solution, as well as the data storage and integration requirements.

* Option E is correct because the frequency of updating surveys may influence the design and governance of the survey solution, as well as the change management and testing processes.

* Option B is incorrect because front-end development capabilities are not relevant to the survey requirements, but rather to the implementation details and skills of the team.

* Option D is incorrect because the number of possible answers for a survey question is not a critical factor for designing a multi-cloud solution, but rather a minor detail that can be easily accommodated by most survey tools.

References:

* Certification - B2C Solution Architect - Trailhead

* Study for the B2C Solution Architect Certification | Salesforce - Trailhead

* B2C Solution Architect Certification Guide | Salesforce Ben

NEW QUESTION # 151

Refer to the exhibit.

A beauty brand is planning to re-platform their existing website onto B2C Commerce. As part of the re-platform they will create a new social community where beauty insiders can view how-to videos, share tips, and favorite products. As part of the overall solution, the beauty brand is going to implement B2C Commerce, Experience Cloud, and Salesforce Identity.

Each beauty insider can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses.

Which application should a Solution Architect recommend to set up the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data?

- **A. B2C Commerce**
- B. Service Cloud
- C. Experience Cloud
- D. Salesforce Identity

Answer: A

Explanation:

* Option D is correct because B2C Commerce should be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. B2C Commerce is the first point of contact for customers who register an account before making their first purchase, and it can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses. B2C Commerce can also integrate with Experience Cloud and Salesforce Identity to provide a consistent and secure user experience across the social community and the ecommerce site.

* Option A is incorrect because Salesforce Identity should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data.

Salesforce Identity is mainly used for authentication and identity management purposes, not for storing and updating customer profile and commerce information. Salesforce Identity can also integrate with Experience Cloud and B2C Commerce to provide a single sign-on (SSO) experience for customers across the social community and the ecommerce site.

* Option B is incorrect because Address book should not be the system of record for the primary profile after reviewing the

workflow and attempting to minimize migration of customer profile data. Address book is not a system or an application, but rather a feature or a data element that can be stored and updated in B2C Commerce or other Salesforce clouds.

* Option C is incorrect because Wishlist should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Wishlist is not a system or an application, but rather a feature or a data element that can be stored and updated in B2C Commerce or other Salesforce clouds.

References:

* [Get Started with B2C Solution Architect Cert Prep - Trailhead]

* [Certification - B2C Solution Architect - Trailhead]

* B2C Solution Architect Certification Guide | Salesforce Ben

NEW QUESTION # 152

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