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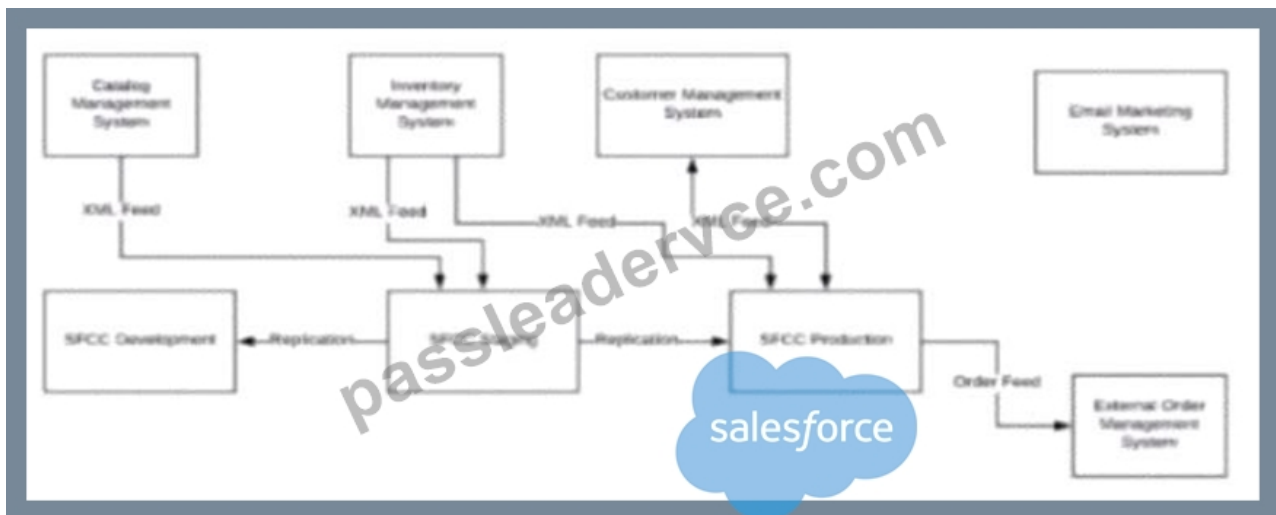
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Salesforce Certified B2C Commerce Architect Sample Questions (Q60-Q65):

NEW QUESTION # 60
The Client currently manages Customers, Inventory, and Product Information with dedicated backend systems as shown In the Systems Diagram below. There is also an external Email Marketing System (EMS) in place.
The EMS needs order data to email recommendations to customers using an existing email campaign. These recommendations should be to only send for products that are in stock. The EMS has no access to the backend systems so this data should come from the Salesforce B2C Commerce site.

Which relationships should be added to the Systems Diagram to complete it and fulfill the chant requirements necessary for the email campaign?

- A. Order, Customer, and Inventory data should be exported from Production. Product data should be exported from staging.
- B. Order, Customer, and Product data should be exported from Staging. Inventory data should be exported from Production.
- C. Order and Inventory should be exported from Production. Products should be exported from Staging. Customers should be exported from the external Customer Management System.
- D. Order and Customer data should be exported from Production. Product and Inventory data should be exported from Staging.

Answer: D

Explanation:
In the given scenario, where the Email Marketing System (EMS) requires order data to send product recommendations based on stock availability, it is crucial that the most up-to-date and relevant data is used.
Here's why the chosen data sources are appropriate:
* Order and Customer Data from Production: Since order and customer interactions occur in real- time, exporting this data from the Production environment ensures that the most current information is used for the email marketing campaigns. This accuracy is vital for personalization and timeliness of the communications sent to customers.
* Product and Inventory Data from Staging: Given that the staging environment is typically one step behind production and is used for testing before changes go live, it provides a stable dataset that reflects what is currently live without the risk of including any unvetted changes. This setup is suitable for inventory and product data, which are less susceptible to minute-by-minute changes compared to order data and can be pre-validated before use in marketing efforts.
This configuration helps ensure that the EMS has access to reliable data reflecting current stock levels and product details, which is essential for crafting accurate marketing messages based on product availability.

NEW QUESTION # 61
The client provided these business requirements:
* The B2C Commerce platform will integrate with the Client s Order Management System (OMS).
* The OMS supports Integration using REST services.
* The OMS is hosted on the Clients infrastructure.
Whet configurations are needed for this integration with the OMS?

- A. A service configuration, a service profile configuration, and a user credential configuration.
- B. A service profile configuration, a WAF configuration, and a service credential configuration.
- C. A service configuration, a service profile configuration, and a service credential configuration.
- D. A service configuration, a hostname alias configuration, and a user credential configuration.

Answer: C

NEW QUESTION # 62
A company needs to have specific fields encrypted in the user interface on the contact record in Service Cloud as well as on some fields in data extensions that exist only in the Marketing Cloud. The merchant believes that Salesforce Shield Encryption is a suitable

solution.
Which two considerations are relevant for the merchant when determining an appropriate solution?
Choose 2 answers

- A. With Shield, encrypted fields cannot be used to filter or sort in Process Builder and Flow Builder.
- B. With Shield, encrypted fields are not visible to the user, but there are no other feature impacts.
- C. Shield encryption can be done on any standard or custom field on all field types, but cannot be set to encrypt those fields in Marketing Cloud.
- D. Field-Level Encryption is also required on Marketing Cloud to encrypt the custom fields.

Answer: A,C

NEW QUESTION # 63

An Architect tonotifyby the Business that order conversion dramatically dropped a few hours after go live.
Further investigation points out that customers cannot proceed to checkout anymore. The Architect is aware that a custom inventory checks with a third-party API is enforced at the beginning of checkout, and that customers are redirected to the basket page when items are no longer in stock Which tool can dearly confirm that the problem is indeed caused by the inventory check?

- A. Sales Dashboard from Reports and Dashboards
- B. Service Status from Business Manager
- C. Pipeline Profiler from Business Manager
- D. Realtime Report from Reports and Dashboards

Answer: B

NEW QUESTION # 64

The Client is planning to switch to a new Payment Service Provider (PSP). They have approached an Architect to understand the time and effort to Integrate the new PSP The PSP offers a LINK cartridge compatible with SiteGenesis Pipelines, but the Client's website is build on Controllers.
Which two options should the Architect take into consideration before starting analysis? Choose 2 answers

- A. Produce a proof of concept converting the most essential pipelines into controllers and integrate the cartridge.
- B. Look for a different PSP that supports controllers and would not require conversion efforts.
- C. Estimate the effort and risk to convert the LINK cartridge from pipelines to controllers.
- D. Reach out to the PSP development team and ask if a new cartridge version that supports controllers is under development

Answer: C,D

NEW QUESTION # 65

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