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Salesforce Certified B2C Solution Architect Sample Questions (Q148-Q153):

NEW QUESTION # 148

At Universal Containers, each admin and developer use a separate developer pro sandbox. Configuration and code are then migrated to a partial data sandbox for combination and initial testing. Once approved the configuration and code are then migrated to a full copy sandbox for final load and regression testing before going to production.

when should the full copy sandbox be refreshed?

- A. After a new user is added to production.
- B. After each push from the partial data sandbox.
- C. After user acceptance testing is complete.
- D. After each major release to production.

Answer: D

Explanation:

This answer is correct because it is a recommended time to refresh the full copy sandbox. Refreshing the full copy sandbox after each major release to production can help ensure that the sandbox has the most updated data and metadata from production, which can facilitate testing and development activities. Refreshing the full copy sandbox too frequently can be costly and time-consuming.

as it consumes a lot of storage space and requires data masking or anonymization. References:
https://help.salesforce.com/s/articleView?id=sf_data_sandbox_implementation_tips.htm&type=5

NEW QUESTION # 149

An organization currently has separate teams supporting Service Cloud, Marketing Cloud, store operations with a point-of-sale solution, and eCommerce with Commerce Cloud. Each business unit has their own key performance indicators (KPIs) but the organization is struggling to understand the big picture and improve customer engagement with the brand.

In which two ways would Salesforce CDP help in this scenario?

Choose 2 answers

- A. It provides cross-channel analytics using pre-built, native dashboards and charts within the unified profile.
- B. It can power experiences through other channels like Marketing Cloud Engagement by activating customer segments.
- C. It creates one Individual record that replaces the system-specific records in other products, creating a unified view of the customer.
- D. It ingests customer data from each system and uses matching rules to find records representing the same person, uniting them under a Unified Individual.

Answer: B,D

Explanation:

These answers are correct because they are ways that Salesforce CDP can help the organization in this scenario. Salesforce CDP can ingest customer data from each system and use matching rules to find records representing the same person, uniting them under a Unified Individual. This creates a single view of the customer across all systems and channels. Salesforce CDP can also power experiences through other channels like Marketing Cloud Engagement by activating customer segments. This enables personalized and targeted marketing campaigns based on customer data and behavior. References: <https://www.salesforce.com/products/customer-data-platform/overview/>

NEW QUESTION # 150

Northern Trail Outfitters (NTO) is beginning an implementation of B2C Commerce, Service Cloud, and Marketing Cloud from legacy applications. NTO's Data Management team is working on a data migration strategy and has to consider the complexity of the systems involved.

What should Marketing Cloud be the single source of truth of in this multi-cloud scenario?

- A. Customer journey flow
- B. Individuals attributes such as name, address, birthday, and email
- C. Order history
- D. Customer product affinity

Answer: A

Explanation:

Marketing Cloud should be the single source of truth for customer journey flow, which is the sequence of interactions that a customer has with a brand across different channels and touchpoints. Marketing Cloud can help design, execute, and optimize customer journeys using Journey Builder, which can leverage data from other systems, such as B2C Commerce or Service Cloud, to trigger or personalize journeys. References:

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

NEW QUESTION # 151

A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of the customer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The Success Manager believes that Customer

360 Data Manager could help them solve their problem.

How should a Solution Architect describe the role of Customer 360 Data Manager in this context?

- A. When Customer 360 Data Manager is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will

automatically use a common core Customer Profile managed by Customer 360 Data Manager.

- B. Customer 360 Data Manager cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.
- **C. Customer 360 Data Manager can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent Global Party ID.**
- D. Customer 360 Data Manager can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.

Answer: C

Explanation:

Customer 360 Data Manager is a platform service that enables companies to connect customer data across Salesforce apps and create a unified customer profile. It uses advanced matching algorithms to identify and link customer records from different systems based on common attributes such as name, email, phone, address, etc. It also assigns a consistent Global Party ID to each customer record, which serves as a unique identifier across systems. Customer 360 Data Manager can be used across multiple brands within a single merchant environment by creating separate data spaces for each brand. Option B is incorrect because Customer 360 Data Manager can relate the IDs between systems without additional custom development.

Option C is incorrect because Customer 360 Data Manager supports multiple brands within a single merchant environment. Option D is incorrect because B2C Commerce, Service Cloud, and Marketing Cloud do not automatically use a common core Customer Profile managed by Customer 360 Data Manager; they need to be connected and configured via Customer 360 Data Manager.

References:

* <https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html>

* https://help.salesforce.com/s/articleView?id=sfc360_overview.htm&type=5

NEW QUESTION # 152

Northern Trail Outfitters (NTO) exported all the Account records from Salesforce and used a data transformation tool to clean up values in the phone field using a standardized format. The export file has more than 2 million records. During previous data loads for similar updates on the Account object, NTO did not experience any issues with row lock.

Which feature of Data Loader should be used to load this data back into Salesforce faster?

- **A. Bulk API**
- B. SOAP API
- C. REST API
- D. Bulk API Serial Mode

Answer: A

Explanation:

Bulk API is a feature of Data Loader that allows loading large amounts of data into Salesforce faster and more efficiently. Bulk API uses asynchronous processing to handle data in batches, which reduces network overhead and improves performance. Bulk API is suitable for loading data files with more than 20,000 records or larger than 10 MB. The export file has more than 2 million records, so Bulk API should be used to load this data back into Salesforce faster. References:

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

* https://developer.salesforce.com/docs/atlas.en-us.api_asynch.meta/api_asynch/asynch_api_intro.htm

NEW QUESTION # 153

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