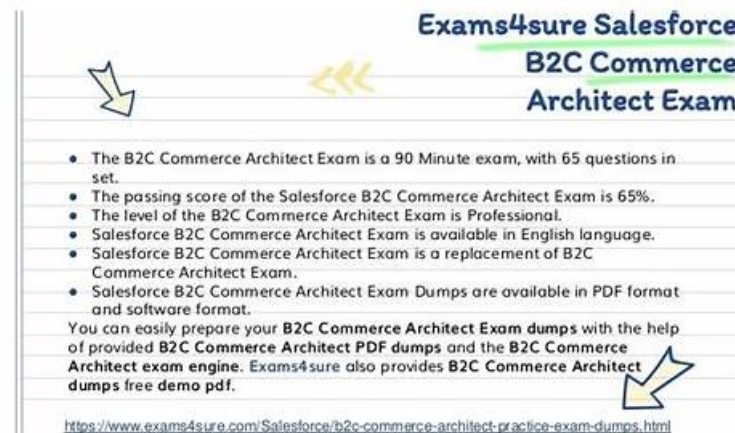


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Salesforce Certified B2C Commerce Architect Sample Questions (Q13-Q18):

NEW QUESTION # 13

Northern Trail Outfitters (NTO) wants to migrate its online shop from a custom ecommerce platform to B2C Commerce. NTO needs to migrate several thousands of customer records profile information, address book).

WTO can provide a B2C Commerce feed. It is currently using SHA-256 as an encryption mechanism for the customer passwords. What approach can the Architect propose?

- A. Import the customer records, with the hashed password as a custom attribute, and during the login compare the entered password with the hashed password and save it in the password field.
- B. Import the customer records, excluding the password field, and B2C Commerce will automatically require a password reset the first time a customer logs in to the storefront.
- C. Import the customer records, including the hashed password, as B2C Commerce supports SHA-256, and they will be able to login with their existing password.
- D. Do not import customer records and asks customers to create new accounts the first time they try to log in to the B2C Commerce storefront.

Answer: A

NEW QUESTION # 14

a B2C Commerce developer has Implemented a job that connects to an SFTP, loops through a specific number of .csv files. and Generates a generic mapping for every file. In order to keep track of the mappings imported, if a generic mapping is created successfully, a custom object instance is created with the .

csv file name. After running the job in the Development instance, the developer checks the Custom Objects in Business Manager and notices there isn't a Custom Object for each csv file that was on SFTP.

What are two possible reasons that some generic mappings were not created? Choose 2 answers

- **A. Invalid format in one or more of the .csv files.**
- B. The generic mappings definition need to be replicated from Staging before running the job.
- **C. The maximum number of generic mappings was reached.**
- D. The job needs to run on Staging and then replicate the generic mappings and custom objects on Development

Answer: A,C

Explanation:

Two plausible reasons for some generic mappings not being created despite the SFTP job running are: A) the system reached its limit for the maximum number of generic mappings allowed, and C) there was an invalid format in one or more of the .csv files processed. When the maximum threshold for mappings is reached, the system cannot create additional mappings, thus stopping any further imports from being registered as custom objects. Additionally, if .csv files are incorrectly formatted, the job would fail to create mappings for those files, leading to the absence of corresponding custom objects in Business Manager. It's crucial to ensure that file formats adhere to expected specifications and that system limits are adequately managed to avoid such issues.

NEW QUESTION # 15

A company wants to send a coupon code to VIP customers who have abandoned their cart. The company also wants to track email open and forward count, as well as disable the coupon code after a single use.

Which set of platforms and native services should a Solution Architect recommend to satisfy these requirements?

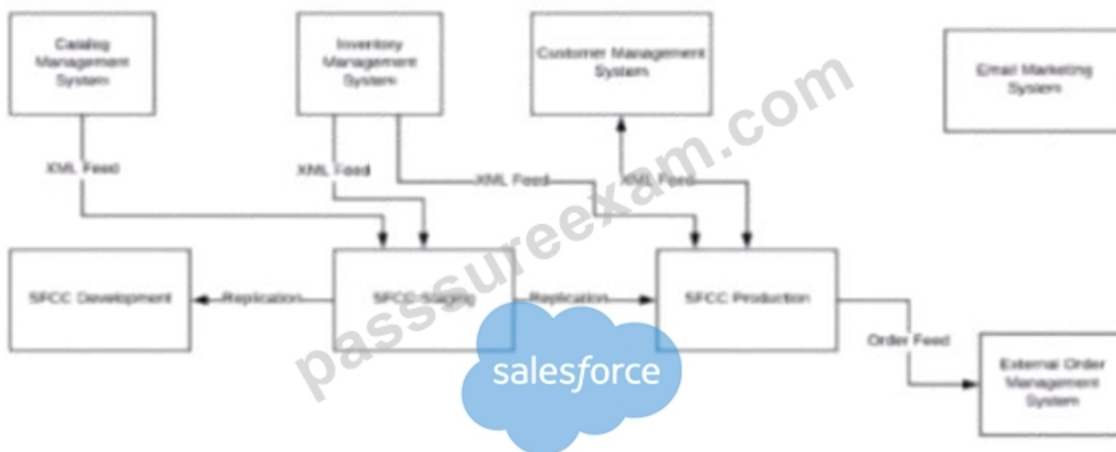
- A. Service Cloud for customer segmentation; third-party service for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.
- B. B2C Commerce for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.
- **C. Marketing Cloud for customer segmentation; B2C Commerce for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Marketing Cloud to track email opens and forwards.**
- D. Marketing Cloud for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce to send abandoned cart emails; Tableau CRM to track email opens and forwards.

Answer: C

NEW QUESTION # 16

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 requirements necessary for the email campaign?

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

Answer: C

NEW QUESTION # 17

A business wants to migrate its customer service provider from provider A to provider B. Provider B offers a LINK cartridge to integrate with its commerce solution.

Which three artifacts need to be created by the Architect? Choose 3 answers

- A. Document the data objects, the interface, and data synchronization frequency between the systems.
- B. Document the customizations required on top of the LINK cartridge based on current commerce implementation and business needs.
- C. Document how the customer online journey flows from landing on the page to placing of the order
- D. Document the design of implementing a new B2C Commerce cartridge following the industry standard best practices
- E. Document the data mapping between commerce and customer service provider.

Answer: A,B,D

Explanation:

When integrating a new LINK cartridge for a customer service provider, the following documents are essential:

Option A (Document the design of implementing a new B2C Commerce cartridge following the industry standard best practices):

This ensures that the cartridge is implemented in a manner that is consistent with established best practices, enhancing maintainability and compatibility.

Option B (Document the data objects, the interface, and data synchronization frequency between the systems): It's crucial to define how data will flow between the new customer service provider and the commerce system, including the frequency of synchronization to ensure data integrity and timeliness.

Option D (Document the customizations required on top of the LINK cartridge based on current commerce implementation and business needs): Customizing the cartridge to fit the specific needs and existing setup of the commerce system ensures that the integration adds the intended value without disrupting existing operations.

These artifacts will guide the structured integration and customization of the LINK cartridge, ensuring it meets the business's operational and strategic needs.

NEW QUESTION # 18

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