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Salesforce B2C-Commerce-Architect certification is a highly respected and valuable credential for professionals who specialize in B2C commerce. It demonstrates the individual's expertise in designing and implementing complex commerce solutions using Salesforce technology. If you're looking to advance your career in B2C commerce, earning this certification is a great way to showcase your skills and expertise to potential employers and clients.

## Salesforce Certified B2C Commerce Architect Sample Questions (Q14-Q19):

### NEW QUESTION # 14

A Retailer has a single storefront site and a Product Management System (PIM). The PIM is generating the master catalog and storefront categorization catalog every day and it is uploading them to SFTP. How should the Architect configure the import job flows following the best practices?

- A. 1st flow is assigned to the site to download the files from SFTP. 2nd flow is assigned to the site to Import the storefront catalog 3rd flow Is global to Import the master catalog.
- B. 1st flow is global to download the files from SFTP. 2nd flow is global to import the storefront catalog 3rd flow K global to Import the master catalog.
- C. 1st flow is global to download the files from SFTP. 2nd flow is global to import the master catalog. 3rd flow Is global to Import the storefront catalog.
- D. 1st flow is assigned to the site to download the files from SFTP. 2nd flow is assigned to the site to Import the master catalog. 3rd flow K global to Import the storefront catalog.

**Answer: B**

Explanation:

For optimal job flow concerning data import from a PIM system, the sequence should begin with downloading files globally from an SFTP site, followed by importing data into the B2C Commerce platform:

- \* First flow: Download files, ensuring all required files are available and ready for import.
- \* Second flow: Import the storefront catalog which likely has dependencies on the master catalog but is generally smaller and can be updated more rapidly.
- \* Third flow: Import the master catalog, as it typically contains the foundational data needed for various site functionalities.

This sequence respects data dependency and integrity, ensuring that the storefront reflects the most current and accurate information after all relevant data is imported.

#### NEW QUESTION # 15

A merchant using B2C Commerce and Service Cloud has a requirement for service agents to order products on behalf of shoppers. In the envisioned scenario, a shopper contacts the service center with an order request, the agent uses the Service Console to find the shopper's account, and initiate an order on behalf of the shopper using payment information provided by the shopper. The merchant is considering the B2C Commerce - Service Cloud Connector for this implementation.

Which three considerations should a Solution Architect keep in mind prior to implementation? Choose 3 answers

- A. Guests or anonymous storefront shoppers are not supported in this scenario.
- B. The Service Cloud Connector only supports Person Accounts as a customer model.
- C. B2C Commerce needs to be registered as a remote site.
- D. The Service Cloud Connector only supports contacts as a customer model.
- E. Service agents need a corresponding storefront login mapped to their Service Cloud user record.

**Answer: B,E**

#### NEW QUESTION # 16

A company has B2C Commerce and Marketing Cloud. The Marketing team wants to match up the purchasing data from B2C Commerce to the Marketing Cloud subscriber data.

Which two objects from B2C Commerce should a Solution Architect map to Marketing Cloud in order to meet the company's needs?

Choose 2 answers

- A. Orders
- B. Contact
- C. Customer
- D. Profile

**Answer: A**

#### NEW QUESTION # 17

A company manages its regional operations as separate businesses. The regional sites (Site A and Site B) operate with:

- \* Separate realms
- \* Different code bases
- \* Different category navigation menus
- \* Frequent updates on category structure

The requirement from the business is to provide hreflang link tags on category pages pointing to the same category on the other

regional site. Example MTML for one of these links as displayed on Site A is:

Which solution should the Architect choose while keeping performance in mind?

- A. Create a new customattribute on the Category. Populate the attribute with the other entire site URLs corresponding to locales In JSON Format. Use the attribute to display the hreflang link tag.
- B. **Create a new custom object type Populate the hreflang mapping for each category and locale in this custom object. Use the custom object to display the hreflang link tag.**
- C. Create a custom Business Manager module. Ask the business to maintain the hreflang link tags for each regional site in this Business Manager module.
- D. Create additional locales in al realms create a new custom attribute on the category that is localized. Populate the attribute with the other site URLs and use it to display the hreflang tag.

**Answer: B**

Explanation:

For a multi-regional setup with different realms and frequent updates, using a custom object to manage hreflang mappings offers flexibility and scalability. Custom objects can efficiently store URL mappings for each category across different locales, making it easier to manage and update as category structures change.

This method allows for centralized control over hreflang mappings and simplifies maintenance compared to other options which might involve more complex integrations or manual updates.

### NEW QUESTION # 18

An existing B2C Commerce site has the following aliases configuration:

Which statement related to this configuration is incorrect?

- A. Site supports multiple hostnames and locales.
- B. Hostname www.example.co.uk will redirect to www.example.com/uk.
- C. **Hostname www.example.com will redirect to www.example.com/us**
- D. Hostname www.example.de will redirect to www.example.com/de.

**Answer: C**

Explanation:

In the provided configuration, the incorrect statement is B. While it appears that the hostname www.example.com should redirect to www.example.com/us based on the "if-site-path": "us" entry, this assumes that the default path or redirect isn't overridden by other configurations within the hostname alias file not visible in the snapshot provided. Typically, in Salesforce B2C Commerce, such a direct statement about redirection should align with explicit mapping rules that include hostname and path directives, which are not detailed for www.

example.com to www.example.com/us in the snippet provided. This absence suggests that the statement may be incorrect unless corroborated by additional detailed mappings in the full configuration file.

### NEW QUESTION # 19

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