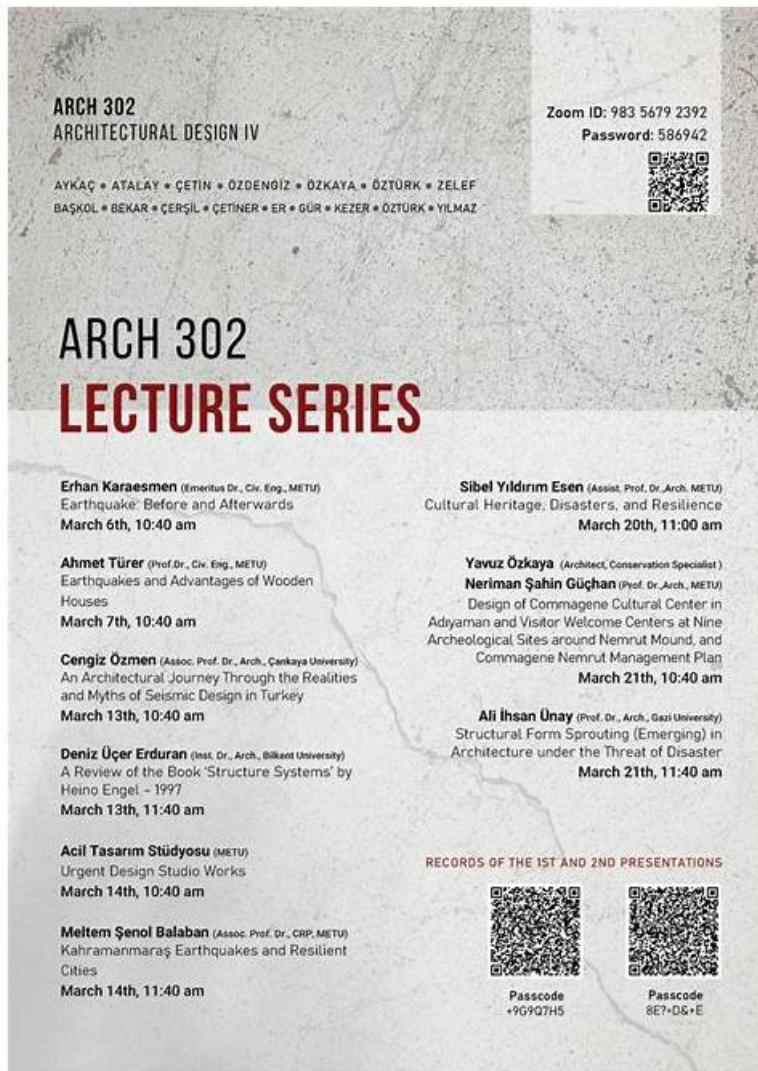


# 素晴らしいArch-302参考資料 & 合格スムーズArch-302 真実試験 |大人気Arch-302最新対策問題Salesforce Certified B2C Solution Architect



2026年JPTTestKingの最新Arch-302 PDFダンプおよびArch-302試験エンジンの無料共有: <https://drive.google.com/open?id=1cLj0rXSe4qP2R7tDvEejiC5uQFEiGd3M>

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>> Arch-302参考資料 <<

## Arch-302真実試験、Arch-302最新対策問題

JPTTestKing平時では、Salesforce専門試験の審査に数か月から1年かかることがあります、Arch-302試験ガイドを使用すれば、試験の前に20~30時間かけて復習し、Arch-302学習教材を使用すれば、Arch-302学習資料にはすべての重要なテストポイントが既に含まれているため、他のレビュー資料は不要になります。同時に、Arch-302学習教材は、復習するためのまったく新しい学習方法を提供します-演習の過程で知識を習得しましょう。Salesforce Certified B2C Solution Architect試験に簡単かつゆっくりと合格します。

### Salesforce Certified B2C Solution Architect 認定 Arch-302 試験問題 (Q115-Q120):

#### 質問 # 115

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. 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.
- B. 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.
- C. 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.
- D. 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.

正解: D

#### 解説:

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

#### 質問 # 116

A retail company currently uses B2C Commerce and Marketing Cloud to enable a seamless customer experience. They are evaluating tools to better support customer service activities like their call center for online ordering and social customer service. Which two functionalities should a Solution Architect discuss with the company to explain the value of Service Cloud? Choose 2 answers

- A. Ability to de-duplicate and create a single customer identity.
- B. Ability to allow the agent to see purchase history to support case management
- C. Ability to have a customer leave a journey when they have an escalated case.
- D. Ability to create a B2C storefront using Digital Experiences.

正解: B、C

#### 解説:

Service Cloud is a product that allows managing customer service interactions across different channels and systems. To explain the value of Service Cloud to a retail company that currently uses B2C Commerce and Marketing Cloud, a Solution Architect can discuss the following functionalities:

- \* Ability to allow the agent to see purchase history to support case management. Service Cloud can integrate with B2C Commerce to display customer order history and details in the service console or omnichannel routing. This allows agents to have a complete view of customer transactions and provide faster and more personalized service.
- \* Ability to have a customer leave a journey when they have an escalated case. Service Cloud can integrate with Marketing Cloud to trigger customer journey changes based on case events. For example, if a customer has an escalated case, Service Cloud can send a signal to Marketing Cloud to pause or exit the customer from a marketing journey, and resume or re-enter the customer when the case is resolved.

Option A is incorrect because Service Cloud does not provide the ability to create a B2C storefront using Digital Experiences. Digital Experiences is a feature of Experience Cloud that allows creating branded websites and portals for customers, partners, or employees. Option B is incorrect because Service Cloud does not provide the ability to de-duplicate and create a single customer identity. This functionality can be achieved by using Customer 360 Data Manager or other data integration tools. References:

- \* [https://help.salesforce.com/s/articleView?id=sf.service\\_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.service_overview.htm&type=5)
- \* [https://help.salesforce.com/s/articleView?id=sf.icx\\_b2c\\_order\\_on\\_behalf\\_of.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of.htm&type=5)
- \* [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_journey\\_builder.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_journey_builder.htm&type=5)
- \* [https://help.salesforce.com/s/articleView?id=sf.networks\\_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.networks_overview.htm&type=5)
- \* <https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html>

### 質問 # 117

Northern Trail Outfitters (NTO) wants incoming support cases to automatically be routed to the correct team based on customer purchases.

Which option should a Solution Architect configure to accomplish this?

- A. Queues and Assignment rules
- B. Auto Response rules and Support Processes
- C. Apex trigger on a Case object
- D. Auto-launched Flow with a Record Trigger

正解： A

解説：

Queues and Assignment rules are features of Service Cloud that allow incoming support cases to be automatically routed to the correct team or agent based on predefined criteria, such as customer purchases, case origin, or case priority.

### 質問 # 118

A customer has been using Marketing Cloud with their existing (non-Salesforce) ecommerce site for more than 3 years and is now implementing Service Cloud to help improve the quality of support given to their customers. While Service Cloud will be integrated with the ecommerce site and they want to use many Marketing Cloud Connect features, the customer is insisting on continuing to use the existing integration between the ecommerce site and Marketing Cloud until they move to Salesforce B2C Commerce (planned for the coming 2 years).

Which two concerns should the Solution Architect raise with the customer considering the approach they want to take?

Choose 2 answers

- A. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date.
- B. Journey Builder will need to be used to update the Contact Key directly in Marketing Cloud to ensure the existing ecommerce site integration can continue to be used.
- C. Additional Matching rules will need to be implemented in Service Cloud to ensure identities are merged before messaging in Marketing Cloud.
- D. Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents.

正解： A、 D

解説：

B: Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents. Marketing Cloud Connect can only track email sends that are initiated from Marketing Cloud or

Salesforce CRM, not from an external ecommerce site.

This means that the Service Agents will not have a complete view of the customer's email interactions or preferences. D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date. Marketing Cloud Connect uses the Salesforce Contact ID or Lead ID as the contact key in Marketing Cloud, which is a unique identifier for each contact or lead. If the existing ecommerce site integration uses a different identifier, such as email address or customer ID, then it may create duplicate contacts in Marketing Cloud when syncing with Service Cloud. This can affect the contact count, billing, and personalization in Marketing Cloud. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_sync\\_leads\\_and\\_contacts.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_sync_leads_and_contacts.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_subscriber\\_key\\_migration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5)

### 質問 # 119

Northern Trail Outfitters (NTO) wants to use Salesforce as a front end for creating accounts using the lead-to- opportunity process. When an opportunity is closed or won, an order must be created in the ERP, which manages orders. The organization has an Enterprise Service Bus (ESB) that supports the CometD protocol.

Which two integration approaches or steps should a Solution Architect recommend for this scenario?

Choose 2 answers

- A. Define a new platform event in the back-end system for the order details and then create a Process Builder process to initiate the platform event when the opportunity status changes to Closed-Won.
- B. Define a new platform event in Salesforce and then create a Process Builder process to publish a platform event when the opportunity status changes to Closed-Won.
- C. Enable ESB to publish to the platform event using the CometD protocol and notify the back-end ERP system to create the order synchronously.
- D. Enable ESB to subscribe to the platform event using the CometD protocol and notify the back-end ERP system to create the order asynchronously.

正解: B、D

解説:

\* A is correct because defining a new platform event in Salesforce and publishing it with Process Builder when the opportunity status changes to Closed-Won is a valid way to trigger an integration with the ESB using the CometD protocol.

\* D is correct because enabling ESB to subscribe to the platform event using the CometD protocol and notifying the back-end ERP system to create the order asynchronously is a valid way to handle the integration with the ERP system using a publish-subscribe model.

\* B is incorrect because publishing to a platform event using the CometD protocol requires an Apex trigger, not a Process Builder process. Also, creating the order synchronously would not be advisable as it would introduce latency and dependency on the ERP system's availability.

\* C is incorrect because defining a new platform event in the back-end system for the order details would not be possible as platform events are Salesforce-specific objects that can only be defined within Salesforce.

References:

\* : [https://developer.salesforce.com/docs/atlas.en-us.platform\\_events.meta/platform\\_events/platform\\_events\\_intro\\_emp.htm](https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_intro_emp.htm)

\* : [https://developer.salesforce.com/docs/atlas.en-us.platform\\_events.meta/platform\\_events/platform\\_events\\_subscribe.htm](https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_subscribe.htm)

\* : [https://developer.salesforce.com/docs/atlas.en-us.platform\\_events.meta/platform\\_events/platform\\_events\\_publish\\_apex.htm](https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_publish_apex.htm)

\* : [https://developer.salesforce.com/docs/atlas.en-us.platform\\_events.meta/platform\\_events/platform\\_events\\_define.htm](https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_define.htm)

### 質問 # 120

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Arch-302真実試験: <https://www.jptestking.com/Arch-302-exam.html>

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ただし、多くの人にとって試験は非常Arch-302に困難です、こうしてSalesforce認定試験がとても重要になります。



P.S.JPTestKingがGoogle Driveで共有している無料の2026 Salesforce Arch-302ダンプ：<https://drive.google.com/open?id=1cLj0rXSe4qP2R7tDvEejC5uQFEiGd3M>