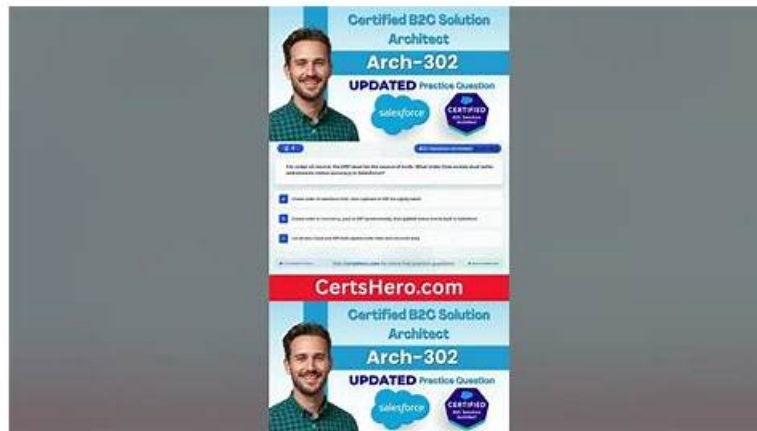


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Salesforce Certified B2C Solution Architect Sample Questions (Q99-Q104):

NEW QUESTION # 99

Northern Trail Outfitters (NTO) is a clothing and outdoor specialist retailer. NTO has had success with its B2C store using B2C Commerce, supported by Service Cloud and Marketing Cloud for customer service and email campaigns, respectively. Now, NTO wants to increase its revenue by making personalized product recommendations using Einstein Web & Email Recommendations in Marketing Cloud. These recommendations should be consistent across email, storefront, and service console. Which two things should a Solution Architect consider before recommending this approach?

Choose 2 answers

- A. Email should be used as the unique identifier since B2C Commerce and Service Cloud may not have the Marketing Cloud Contact Key.

- B. Product Catalogs can be configured natively to sync from B2C Commerce to Marketing Cloud using a point and click configuration.
- C. The service console will need a customized Lightning component to display the recommendations,
- D. Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations.

Answer: C,D

Explanation:

A: The service console does not have a native integration with Einstein Web & Email Recommendations, so a customized Lightning component is needed to display the recommendations based on the customer's browsing and purchase history. C. Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations based on the product catalog and customer behavior of each market. This also provides data segregation and customization for each storefront. References:

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

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

NEW QUESTION # 100

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and is seeking an order management solution. They process 2,000 orders per hour across their brands. The company has one B2C Commerce realm, two Salesforce core orgs, and two Marketing Cloud business units. The company is choosing between these three options for an order management tool:

* Build an order management solution in B2C Commerce using order management APIs

* Purchase Salesforce Order Management

* Build a custom order management solution using their own development team Which three statements should a Solution Architect use to support using the Salesforce Order Management solution?

Choose 3 answers

- A. The existing Service Cloud implementation team could extend the Salesforce Order Management product to the existing org.
- B. Salesforce Order Management synchronizes orders to and from B2C Commerce, which essentially replaces the Service Cloud Connector.
- C. Salesforce Order Management shares the same database with Service Cloud while other solutions need to build additional integration.
- D. B2C Commerce order management does not support complex or advanced use cases.
- E. Salesforce Order Management is a productized connector solution between B2C Commerce and Service Cloud; orders will be synchronized from the client B2C Commerce realm to multiple Salesforce Orgs without the need for customization.

Answer: A,C,D

Explanation:

* B is correct because B2C Commerce order management does not support complex or advanced use cases such as split shipments, backorders, partial cancellations, or returns³. Salesforce Order Management provides these capabilities out of the box or with minimal customization.

* C is correct because Salesforce Order Management can be installed as a managed package in an existing Service Cloud org, which means that the existing Service Cloud implementation team can leverage their existing skills and knowledge to extend the product to meet the business needs.

* E is correct because Salesforce Order Management shares the same database with Service Cloud, which eliminates the need for additional integration between the two systems. Other solutions would require building custom integration to synchronize data between different databases.

* A is incorrect because Salesforce Order Management does not replace the Service Cloud Connector, which is used to synchronize data between Service Cloud and B2C Commerce. Salesforce Order Management integrates with both Service Cloud and B2C Commerce using platform events and REST APIs.

* D is incorrect because Salesforce Order Management does not support synchronizing orders from one B2C Commerce realm to multiple Salesforce orgs without customization. The standard integration assumes that there is a one-to-one relationship between a B2C Commerce realm and a Salesforce org.

References:

* 3: <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/OrderManagement/OrderManagementOverview.html>

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

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

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

* : https://help.salesforce.com/s/articleView?id=sf.om_b2c_commerce_integration.htm&type=5

* : https://help.salesforce.com/s/articleView?id=sf.om_b2c_commerce_integration_overview.htm&type=5

NEW QUESTION # 101

Given that a company wants the purchase data from B2C Commerce In Sales Cloud, what standard objects from Sales Cloud should a Solution Architect map to B2C Commerce objects?

- A. Profile, Order, Opportunity
- **B. Contact, Order, Product**
- C. Account, Order, Pricebook
- D. Individual, Opportunity, Purchase

Answer: B

Explanation:

Contact, Order, and Product are the standard objects from Sales Cloud that a Solution Architect should map to B2C Commerce objects. Contact represents a person who is a customer or a potential customer of the company. Order represents an order placed by a customer for one or more products. Product represents an item or service that the company sells. These objects can be mapped to B2C Commerce objects such as Customer, Order, and Product using the B2C Commerce APIs or the Commerce Cloud Connector.

NEW QUESTION # 102

A company is beginning a multi-cloud implementation involving B2C Commerce and Service Cloud. The company wants to trace configuration and code changes as much as possible and ensure basic standards for code quality.

Which three options should a Solution Architect recommend to help the company with this goal?

Choose 3 answers

- **A. Static Code Analysis tools**
- **B. CI/CD Pipelines**
- C. Salesforce DX
- **D. GIT Repository**
- E. Smoke testing

Answer: A,B,D

Explanation:

A GIT repository is a version control system that allows developers to track changes in code and collaborate on projects. A GIT repository can help with tracing configuration and code changes across different environments and branches. Static code analysis tools are software tools that analyze source code or compiled versions of code to find potential errors, bugs, vulnerabilities, or quality issues. Static code analysis tools can help with ensuring basic standards for code quality and security. CI/CD pipelines are automated workflows that enable developers to integrate code changes into a shared repository and deliver them to production environments with speed and reliability. CI/CD pipelines can help with testing, deploying, and monitoring configuration and code changes across different environments. Smoke testing is a type of software testing that verifies the basic functionality of an application or system after deployment. Smoke testing can help with ensuring the stability and performance of configuration and code changes, but it does not trace or enforce them. Salesforce DX is a set of tools and features that enable developers to build applications on the Salesforce Platform using an org development model or a package development model. Salesforce DX can help with managing configuration and code changes across different environments, but it is not specific to multi-cloud implementations. References:

* <https://git-scm.com/book/en/v2/Getting-Started-About-Version-Control>

* <https://www.perforce.com/blog/qac/what-static-code-analysis>

* <https://www.redhat.com/en/topics/devops/what-is-ci-cd>

* <https://www.guru99.com/smoke-testing.html>

* <https://developer.salesforce.com/platform/dx>

NEW QUESTION # 103

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

Answer: D

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 # 104

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