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Salesforce Certified B2B Solution Architect Exam Sample Questions (Q43-Q48):

NEW QUESTION # 43

Universal Containers uses an ERP as system of record (SOR) for its product data, and Sales Cloud and Revenue Cloud for its sales data. The Product data must be synced with Salesforce so that sales representatives can add the products to their Opportunities and Quotes. As Products are deactivated within the ERP, they should no longer be available. Since Sales Cloud is the SOR for Opportunities and Revenue Cloud is the SOR for Quotes, the Solution Architect has been asked to come up with an archiving strategy that preserves Opportunity and Quote data related to these deactivated products in Salesforce for historical reference. What should a Solution Architect recommend to manage the deactivation of the Products and archiving of the Sales data?

- A. Delete the Product in Salesforce once it is deactivated in the ERP. Archive the Opportunity and Quote data in a third-party system and bring back into Salesforce as External Objects.

- B. Deactivate the Product in Salesforce once it is deactivated in the ERP. Mark the Opportunity and Quote data in Salesforce as inactive so they do not show up in reporting.
- **C. Deactivate the Product in Salesforce once it is deactivated in the ERP. Archive the Opportunity and Quote data in a third-party system and bring back into Salesforce as External Objects.**
- D. Remove the Product from active Opportunities and Quotes. Archive the Opportunity and Quote data in a third-party system and bring back into Salesforce as External Objects.

Answer: C

NEW QUESTION # 44

Universal Containers (UC) is a global organisation that wants to establish a B2B Commerce site to meet changing customer expectations and expand into new markets. These expectations include being able to self-serve 24x7 and get automated updates on orders. There are existing sales channels used at UC. Including a standard Sales team as well as a partner sales channel.

The sales leader met with a Solution Architect and shared that they want to grow their digital capabilities over the next 2 years. Time is of the essence and the sales leader needs to have the ecommerce solution in place as soon as possible to capture market share in new geographies before other competitors move in. The executive team has promised prompt access to key stakeholders as needed.

What is the appropriate next step for the Solution Architect?

- A. Propose a set of high-level design options with architecture diagrams depicting the potential elements of a solution that would meet the needs of the enterprise, including pros and cons to help the stakeholders make final decisions.
- **B. Recommend discovery meetings with additional stakeholders to gather information on the functional and technical requirement across the sales and other functional areas, then provide a recommendation based on information gathered to deliver an MVP.**
- C. Recommend an iterative rollout strategy for one of the new geographies where B2B Commerce is first rolled out to secure first mover status, while the Solution Architect gathers more requirements around other capabilities and requirements, and then roll those out over subsequent phases.
- D. Propose the introduction of B2B Commerce and CPQ to address the key areas of need such as global commerce, complex pricing, quoting and discounting needs; highlight the key features and the alignment of the features to the needs outlined.

Answer: B

Explanation:

The B2B Solution Architect views more on the overall solution architecture in pure B2B scenarios. The certificate covers different aspects of the duties of an enterprise solution architect, such as understanding business requirements in the whole customer journey and understanding best practices to implement multi-cloud solutions. Therefore, it is important to conduct discovery meetings with key stakeholders to understand their needs and pain points before proposing a solution.

NEW QUESTION # 45

Universal Containers (UC) is about to develop a new call center solution utilizing Salesforce products including Service Cloud, LiveMessage, Experience Cloud, and MuleSoft. UC would prefer no real customer data to be stored within Salesforce but to be made view only. These views should only be utilized by a select few individuals that may be assigned the ability to view this data temporarily and have it removed.

Which two features should a Solution Architect suggest to maintain these constraints?

- A. Third-party ETL, Profiles
- B. Salesforce Connect, User Profiles
- **C. Salesforce Connect, User Permission Sets**
- D. Apex Callouts, User Permissions Sets

Answer: C

NEW QUESTION # 46

Universal Containers (UC) is using Sales Cloud and Service Cloud. UC wants a solution that can send scheduled emails on a daily, weekly, or monthly basis to existing customers and prospects. UC also wants to track if customers have opened the emails. There can be as little as 1,000 emails in a week or as many as 100,000 emails in a month, depending on the season.

Based on that criteria, which solution should the Solution Architect recommend to UC?

- A. Recommend Marketing Cloud Account Engagement.
- **B. Recommend Marketing Cloud Personalization.**
- C. Set up scheduled flows to handle email sending and tracking.
- D. Develop a custom solution using scheduled Apex to send emails.

Answer: B

NEW QUESTION # 47

A client is running a project with a 626 multi-cloud setup involving Marketing Cloud, Sales Cloud, Service Cloud, Experience Cloud, and Mu'eSoft. Currently, MuleSoft is primarily used to integrate with third-party systems. Marketing Cloud is connected to Sales/Service using the standard connector. A recent requirement-gathering session, involving all functional streams, brought up the question of where consolidated reporting will happen. So far, reporting has only been looked at individually per stream.

There is a steering committee meeting 1 week from now. The Solution Architect was asked to provide different solutions to fix the problem. The expectation is that a high-level evaluation will be done prior the steering committee meeting so that an indication of options can be given and additional funding can be requested.

Which three critical steps should the Solution Architect take first?

Choose 3 answers

- **A. Identify key drivers and high-level data scope behind the need for a consolidated reporting.**
- **B. Review the system landscape to identify other existing solutions for reporting and start to investigate high-level cost impacts (incl. licenses aspects) for the most viable.**
- C. Review the established and planned dataflows to understand where the systems of record sit and where data is transported to already.
- **D. Draft a solution to show how consolidated reporting can be done using CRM Analytics.**
- E. Ensure all data objects across the different clouds have a unique external identifier

Answer: A,B,D

NEW QUESTION # 48

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