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Salesforce Certified B2C Solution Architect Sample Questions (Q15-Q20):

NEW QUESTION # 15

Northern Trail Outfitters (NTO) wants to consolidate various legacy commerce platforms into one centrally- managed platform on B2C Commerce. The IT department has been working extensively with web frameworks (such as React and Angular) in recent years and wants to leverage the benefits of B2C Commerce, but maintain the flexibility of the user experience using headless commerce.

Which three considerations, beyond user experience, should a Solution Architect consider before confirming a headless approach? Choose 3 answers

- A. Developers will still be required to use the Commerce SDK for security purposes
- B. Developers familiar with the web frameworks (React, Angular) will be familiar with the framework used by B2C Commerce
- C. Additional infrastructure (for example Heroku servers) may be required to host the application
- D. Available Service, Marketing, and LINK accelerators may not work without modifications when using a headless

approach

- E. Features that are available by default in the Storefront Reference Architecture (SFRA) app will need to be custom built in custom frameworks

Answer: C,D,E

Explanation:

A: Additional infrastructure (for example Heroku servers) may be required to host the application when using a headless approach. This can increase the complexity, cost, and maintenance of the solution. A Solution Architect should consider the trade-offs between flexibility and simplicity when choosing a headless approach. B: Features that are available by default in the Storefront Reference Architecture (SFRA) app will need to be custom built in custom frameworks when using a headless approach. This can increase the development time, effort, and risk of the solution. A Solution Architect should consider the benefits and drawbacks of using SFRA versus custom frameworks when choosing a headless approach. D: Available Service, Marketing, and LINK accelerators may not work without modifications when using a headless approach. This can limit the integration capabilities and functionality of the solution. A Solution Architect should consider the compatibility and extensibility of the accelerators when choosing a headless approach.

References:

- * https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_headless.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_sfra.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_link.htm&type=5

NEW QUESTION # 16

A customer is using B2C Commerce, Marketing Cloud, Service Cloud, and Experience Cloud. They would like to leverage Salesforce CMS to create common content that can be leveraged across customer touchpoints.

Which two products can leverage Salesforce content without custom integration?

Choose 2 answers

- A. Service Cloud
- B. Marketing Cloud
- C. B2C Commerce
- D. Experience Cloud

Answer: C,D

Explanation:

Salesforce CMS is a product that allows creating, managing, and delivering content across different channels and devices. Salesforce CMS can create common content that can be leveraged across customer touchpoints, such as websites, portals, apps, etc. The products that can leverage Salesforce content without custom integration are:

* Experience Cloud: Experience Cloud is a product that allows creating branded websites and portals for customers, partners, or employees. Experience Cloud can leverage Salesforce content without custom integration, by using CMS Connect or CMS Collections to display content from Salesforce CMS on Experience Cloud pages.

* B2C Commerce: B2C Commerce is a product that allows creating ecommerce websites and storefronts for online shopping. B2C Commerce can leverage Salesforce content without custom integration, by using CMS Connect or CMS Collections to display content from Salesforce CMS on B2C Commerce pages.

Option C is incorrect because Marketing Cloud is a product that allows creating and delivering personalized marketing campaigns across different channels and devices. Marketing Cloud cannot leverage Salesforce content without custom integration, as it requires using APIs or custom code to access content from Salesforce CMS. Option D is incorrect because Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud cannot leverage Salesforce content without custom integration, as it requires using APIs or custom code to access content from Salesforce CMS.

References:

- * https://help.salesforce.com/s/articleView?id=sf.cms_overview.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.networks_cms_connect.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.networks_cms_collections.htm&type=5

NEW QUESTION # 17

Northern Trail Outfitters (NTO) wants to upgrade its customer service by providing the opportunity for customers to engage using social messaging channels such as Facebook, WhatsApp, and SMS to resolve issues and ask questions. They already use Marketing Cloud Mobile Connect and Social Studio. Alongside these, the Solution Architect also recommends implementing Digital Engagement features in Service Cloud.

Which two reasons should a Solution Architect use to justify those recommendations?
Choose 2 answers

- A. Social Studio does not support 1:1 messaging on the apps listed in the scenario
- B. Social Studio is limited to listening to social channel and not responding
- C. Mobile Connect only supports outbound messaging in selected countries
- D. Mobile Connect lacks integration with the service agent console without Digital Engagement

Answer: A,C

NEW QUESTION # 18

An organization chose a multi-cloud solution that is comprised of Service Cloud and B2C Commerce. The organization now wants to ensure that the theme of its self-service portal is consistent with the theme of its B2C Commerce storefront. How should a Solution Architect ensure that this requirement is met?

- A. Make a copy of the appropriate .ess file from the organization's web server and upload it to the self-service portal.
- B. Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
- C. Set the value of the Portal Theme URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
- D. Copy any relevant .ess code from the organization's website and paste it into the pages for the self-service portal in Page Builder.

Answer: B

NEW QUESTION # 19

A retail company uses B2C Commerce and Marketing Cloud to enable cross-cloud communication on behalf of its customers. As part of the newsletter signup journey, the company would like to send a coupon code to each customer 3 days after registration. Once the coupon code has been redeemed, the company would like to alter the customer's journey to stop reminder emails. Which two configuration steps should a Solution Architect take to ensure the customer's journey is updated after the coupon code is used?

Choose 2 answers

- A. Create a service definition in B2C Commerce that points to Marketing Cloud's SOAP API.
- B. After purchase, use the B2C Commerce service definition to send redemption data to Marketing Cloud.
- C. After purchase, use Marketing Cloud to request coupon redemption details from the B2C Commerce service definition.
- D. Create a service definition in B2C Commerce that points to Marketing Cloud's REST API.

Answer: B,D

Explanation:

a) A service definition in B2C Commerce is a configuration that defines how B2C Commerce communicates with an external system, such as Marketing Cloud. By creating a service definition that points to Marketing Cloud's REST API, the company can enable B2C Commerce to call Marketing Cloud's endpoints for various purposes, such as triggering journeys or updating contact data. D. After purchase, the company can use the B2C Commerce service definition to send redemption data to Marketing Cloud using the REST API. This data can include the coupon code, the journey ID, and the contact key. Marketing Cloud can use this data to update the contact's journey status and stop sending reminder emails. Reference:

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api>

NEW QUESTION # 20

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