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Salesforce B2C-Solution-Architect Certification is a valuable asset for professionals who want to advance their careers in the field of Salesforce. It is recognized globally and is highly respected in the industry. Salesforce Certified B2C Solution Architect certification demonstrates that the candidate has a deep understanding of Salesforce B2C Commerce Cloud and can design and implement solutions that meet the business requirements of clients. The Salesforce B2C-Solution-Architect exam is a challenging exam that requires extensive preparation, but with the right resources and dedication, professionals can pass the exam and earn this valuable certification.

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Salesforce Certified B2C Solution Architect Sample Questions (Q47-Q52):

NEW QUESTION # 47

A company actively uses CI/CO processes for their Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to their architecture. Under the current setup each developer has their own developer sandbox for development. Developers merge their changes into a sandbox for QA regularly, then once every week changes are moved to staging, and from staging to production instances.

Which set up should a Solution Architect propose to support this development approach considering costs and data segregation?

- A. Set up one Marketing Cloud instance for production and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes
- B. Set up one Marketing Cloud instance with a business unit for production and one business unit for testing that is connected to all Developer sandboxes
- C. Set up one Marketing Cloud instance for testing and one for production, where the testing instance is connected to the staging sandbox
- D. Set up one Marketing Cloud instance for each sandbox in Service Cloud

Answer: A

Explanation:

A Marketing Cloud sandbox is a separate instance of Marketing Cloud that can be used for development, testing, and training purposes. A Marketing Cloud sandbox can be connected to a Service Cloud sandbox using Marketing Cloud Connect, which allows data synchronization and cross-cloud functionality. This option supports the CI/CO processes and data segregation for each Service Cloud sandbox. The other options are either not feasible or not cost-effective. Reference:

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

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

NEW QUESTION # 48

A company actively uses CI/CD processes for its Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to its architecture. Under the current setup, each developer has their own developer sandbox. Developers merge their changes into a sandbox for QA regularly, and then once every week, changes are moved to staging, then from staging to production instances. Which setup should a Solution Architect propose to support this development approach considering costs and data segregation?

- A. Set up one Marketing Cloud instance for each sandbox in Service Cloud in order to guarantee data segregation.
- B. Set up one Marketing Cloud instance to use with sandboxes for testing and replicate all changes to production.
- C. Set up one Marketing Cloud instance with a business unit for production and one business unit for testing which is connected to all Service Cloud sandboxes.
- D. Set up one Marketing Cloud instance for production, and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes.

Answer: D

Explanation:

A Marketing Cloud sandbox is a separate instance that can be used for testing and development purposes. It can be connected to multiple Service Cloud sandboxes using Marketing Cloud Connect. This setup allows data segregation and cost efficiency, as opposed to creating multiple Marketing Cloud instances or business units. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_sandbox.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_connect_multiple_salesforce_orgs.htm&type=5

NEW QUESTION # 49

Northern Trail Outfitters (NTO) wants to bring data from across all parts of their Salesforce Customer Success Platform Into the Marketing Cloud account. A Solution Architect recommends using Synchronized Data Sources In Contact Builder and Marketing Cloud Connect to Integrate multiple business units In their account.

Which API does the Solution Architect need to use with Marketing Cloud Connect for this integration?

- **A. SOAP API**
- B. Tooling API
- C. REST API
- D. Streaming API

Answer: A

Explanation:

C is correct because Marketing Cloud Connect uses the SOAP API to integrate multiple business units in Marketing Cloud with Salesforce core orgs. The SOAP API enables data synchronization, triggered sends, journey builder integrations, and tracking data. A is incorrect because the Tooling API is used to create and modify metadata in Salesforce core orgs, such as custom objects, fields, workflows, etc. It is not used for Marketing Cloud Connect integration.

B is incorrect because the REST API is used to access resources in Marketing Cloud, such as contacts, content, campaigns, etc. It is not used for Marketing Cloud Connect integration.

D is incorrect because the Streaming API is used to receive notifications of data changes in Salesforce core orgs, such as record updates, deletes, etc. It is not used for Marketing Cloud Connect integration.

Reference:

1: <https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm>

2: https://developer.salesforce.com/docs/atlas.en-us.api_tooling.meta/api_tooling/intro_api_tooling.htm

3: <https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm>

4: https://developer.salesforce.com/docs/atlas.en-us.api_streaming.meta/api_streaming/intro_stream.htm

NEW QUESTION # 50

A company uses Salesforce to store accounts and contacts. All users have switched to the Lightning Experience user interface. The Account Hierarchy feature is used extensively to relate companies to their subsidiaries. A Solution Architect finds that the data migration process is creating duplicate contacts with different primary accounts.

Which two options can the Solution Architect use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company?

Choose 2 answers

- A. Lightning Data Services
- B. Third-party application or AppExchange tool
- **C. Customer 360 Data Manager**
- D. Duplicate Matching Rules

Answer: C

NEW QUESTION # 51

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

Answer: B,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.

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.

- * 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

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