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Salesforce Certified B2C Commerce Architect Sample Questions (Q12-Q17):

NEW QUESTION # 12

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

Answer: B,D

NEW QUESTION # 13

a client uses an external marketing tool to manage promotions and coupons for its multiple brands. They currently have only one brand on B2C Commerce and they get Import-ready feeds created by this tool on an SFTP location.

The marketing team completes the data preparation by the end of the work day.

How should the Architect handle this import?

- A. Create a Job and define three custom steps: download the files from SFTP, import promotions, import coupons
- B. Create a Job and define three steps: one step uses ExecuteScriptModule to download the files from SFTP, and two standard steps to Import the promotion and coupons.
- **C. Create a job and define three steps: one custom step to download the files from SFTP, and two standard steps to import the promotion and coupons.**
- D. Create a Job and define three steps: one standard step to download files from sftp and two steps that use Execute Script Module to import the promotion and coupons.

Answer: C

Explanation:

To handle the import of promotion and coupon data from an SFTP location, the best approach is to create a job consisting of three steps as described in option C. The first step involves a custom script to download the files from the SFTP server-this is necessary because file retrieval from external servers typically requires specific connectivity and security configurations that are best handled in a custom-coded step. The subsequent two steps would utilize standard Salesforce B2C Commerce job steps to import the downloaded promotion and coupon data into the platform. This method ensures that the data flow is streamlined, from retrieval through to integration into the Commerce platform.

NEW QUESTION # 14

The Client has requested an Architect's help in documenting the architectural approach to a new home page.

The requirements provided by the business are:

- * Multiple areas of static image content, some may need text shown at well
- * The content page must be Realizable
- * A carousel of featured products must be shown below a banner
- * Recommended categories will be featured based on the time of year

Which two solutions would fulfil these requirements?

Choose 2 answers

- A. Leverage B2C Commerce content slots and assets
- B. Leverage B2C Commerce locales in Business Manager
- C. Leverage B2C Commerce ContentManagement Service
- D. Leverage B2C Commerce Page Designer with a dynamic layout.

Answer: A,D

Explanation:

To fulfill the requirements of having multiple static image content areas, a carousel of featured products, and dynamic content adjustments based on the time of year:

* Option C (Leverage B2C Commerce content slots and assets): This solution allows for dynamic content management where different assets and slots can be used to manage and display static images, text overlays, and other content variations effectively.

* Option D (Leverage B2C Commerce Page Designer with a dynamic layout): Using the Page Designer with a dynamic layout enables the easy assembly of complex page designs, including carousels and responsive elements that adjust based on viewing device or other criteria like time of year. This tool provides the flexibility required for real-time customization and resizability of page elements.

These solutions provide robust and flexible management of site content that meets the business's needs for a visually engaging and adaptable homepage.

NEW QUESTION # 15

There Is an Issue with the site when the domain Is opened from Google search results. After researching the problem. It turns out that the site returns * 404 page error when accessed with a parameter in the URL.

What should the Architect recommend to fix that issue?

- A. Add dynamic redirect if the URL contains parameter to Home Show.
Add this snippet to the aliases configuration for the domain
- B. Add this snippet to the aliases configuration for the domain

```
{
  "controller": "Home-Show",
  "apply-to-host-only-request-with-params": "true"
}
```

- C. Add this snippet to the aliases configuration for the domain:

```
{
  "pipeline": "Home-Show",
  "apply-to-host-only-request-with-params": "true"
}
```

- D. Add dynamic catch-all rule to redirect to home page.

Answer: C

NEW QUESTION # 16

A company manages its regional operations as separate businesses. The regional sites (Site A and Site B) operate with:

- * Separate realms
- * Different code bases
- * Different category navigation menus
- * Frequent updates on category structure

The requirement from the business is to provide hreflang link tags on category pages pointing to the same category on the other regional site. Example HTML for one of these links as displayed on Site A is:

```
<link rel="alternate" href="https://www.siteB.com/en_US/womens-new-arrivals"
hreflang="en_US" />
```

Which solution should the Architect choose while keeping performance in mind?

- A. Create a new custom object type Populate the hreflang mapping for each category and locale in this custom object. Use the custom object to display the hreflang link tag.
- B. Create a new custom attribute on the Category. Populate the attribute with the other entire site URLs corresponding to locales in JSON Format. Use the attribute to display the hreflang link tag.

- C. Create additional locales in all realms create a new custom attribute on the category that is localized. Populate the attribute with the other site URLs and use it to display the hreflang tag.
- D. Create a custom Business Manager module. Ask the business to maintain the hreflang link tags for each regional site in this Business Manager module.

Answer: A

Explanation:

For a multi-regional setup with different realms and frequent updates, using a custom object to manage hreflang mappings offers flexibility and scalability. Custom objects can efficiently store URL mappings for each category across different locales, making it easier to manage and update as category structures change.

This method allows for centralized control over hreflang mappings and simplifies maintenance compared to other options which might involve more complex integrations or manual updates.

NEW QUESTION # 17

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