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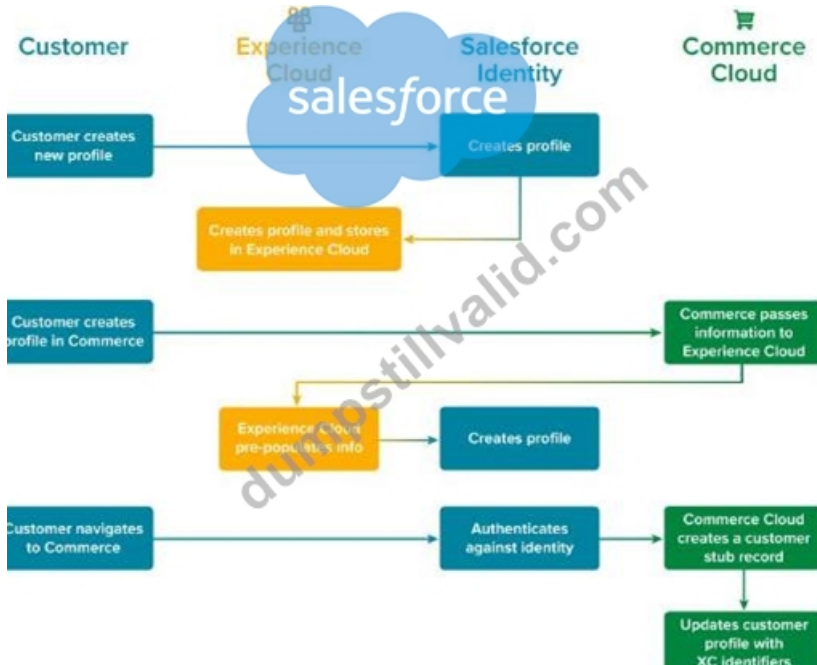
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Salesforce Certified B2C Solution Architect Sample Questions (Q53-Q58):

NEW QUESTION # 53

Refer to the exhibit.



A beauty brand is planning to re-platform their existing website onto B2C Commerce. As part of the re-platform they will create a new social community where beauty insiders can view how-to videos, share tips, and favorite products. As part of the overall solution, the beauty brand is going to implement 82C Commerce, Experience Cloud, and Salesforce Identity.

Each beauty insider can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses.

Which application should a Solution Architect recommend to set up the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data?

- A. Service Cloud
- **B. B2C Commerce**
- C. Salesforce Identity
- D. Experience Cloud

Answer: B

Explanation:

Option D is correct because B2C Commerce should be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. B2C Commerce is the first point of contact for customers who register an account before making their first purchase, and it can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses. B2C Commerce can also integrate with Experience Cloud and Salesforce Identity to provide a consistent and secure user experience across the social community and the ecommerce site.

Option A is incorrect because Salesforce Identity should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Salesforce Identity is mainly used for authentication and identity management purposes, not for storing and updating customer profile and commerce information. Salesforce Identity can also integrate with Experience Cloud and B2C Commerce to provide a single sign-on (SSO) experience for customers across the social community and the ecommerce site.

Option B is incorrect because Address book should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Address book is not a system or an application, but rather a feature or a data element that can be stored and updated in B2C Commerce or other Salesforce clouds.

Option C is incorrect because Wishlist should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Wishlist is not a system or an application, but rather a feature or a data

element that can be stored and updated in B2C Commerce or other Salesforce clouds.

Reference:

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NEW QUESTION # 54

Northern Trail Outfitters (NTO) has been using B2C Commerce and Service cloud for the past year and wants to take the next step in its customer experience by implementing Marketing Cloud. NTO is focusing on email for the foreseeable future and wants all transactional messages-such as password reset and order confirmations-to go through Marketing Cloud rather than B2C Commerce.

Which three actions should a Solution Architect recommend to enable this functionality?

Choose 3 answers

- A. Implement a client-side API callout in B2C Commerce for each of the required emails.
- B. Configure an API event in Process Builder along with an Email Activity with a transactional send classification.
- C. Configure API integration credentials in Marketing Cloud to enable B2C Commerce to call Marketing Cloud.
- D. Implement a server-side API callout in B2C Commerce for each of the required emails.
- E. Configure a Transactional Messaging API in Marketing Cloud and use a transactional send classification for each of the required emails.

Answer: C,D,E

Explanation:

To enable transactional messages from B2C Commerce to Marketing Cloud, you need to configure API integration credentials in Marketing Cloud, which will generate an authentication token and a REST endpoint for your account. Then, you need to implement a server-side API callout in B2C Commerce for each of the required emails, which will use the authentication token and the REST endpoint to send the email data to Marketing Cloud. Finally, you need to configure a Transactional Messaging API in Marketing Cloud, which will allow you to create and manage transactional messages using REST API calls. You also need to use a transactional send classification for each of the required emails, which will indicate that the email is not subject to unsubscribe rules.

Reference:

[API Integration]

[Transactional Messaging API]

[Send Classifications]

NEW QUESTION # 55

A customer service team raised a new business requirement that requires a multi-cloud solution design between B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect has been hired to lead the design of the multi-cloud solution.

Which two actions should the Solution Architect take to accurately capture requirements and deliver the solution overview?

Choose 2 answers

- A. Include the customer service team so that they can provide detailed user stories prior to the discovery workshops.
- B. Conduct discovery workshops and upon completion present the solution back to the design authority or executive stakeholders to validate the solution.
- C. Include functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function to ensure all requirements are captured.
- D. Conduct discovery workshops to create a user acceptance testing document and invite business owners, each cloud technical architect, and implementation development team.

Answer: B,C

Explanation:

* A is correct because including functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function, is a best practice for capturing requirements and ensuring alignment across different stakeholders1.

* B is correct because conducting discovery workshops and presenting the solution back to the design authority or executive stakeholders is a best practice for validating the solution and obtaining feedback and approval1.

* C is incorrect because conducting discovery workshops to create a user acceptance testing document is not the purpose of discovery workshops. User acceptance testing documents are created after the solution design is finalized and approved2.

* D is incorrect because including the customer service team to provide detailed user stories prior to the discovery workshops is not

necessary. User stories are created during the discovery workshops based on the business requirements and pain points identified by the stakeholders¹.

References:

* 1: <https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-discovery-workshops>

* 2: <https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-user-acceptance-testing>

NEW QUESTION # 56

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 testing and one for production, where the testing instance is connected to the staging sandbox
- B. Set up one Marketing Cloud instance for production and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes
- C. 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
- **D. Set up one Marketing Cloud instance for each sandbox in Service Cloud**

Answer: D

NEW QUESTION # 57

A university has several small departmental organizations scattered across different colleges. Each of which has its own finances, business processes, and strategies that are sometimes at odds. They would like to introduce a university-wide communications strategy that allows their recruitment team to market to potential students globally while allowing each department to recruit existing students for its own programs.

What should a Solution Architect recommend to meet their needs?

- **A. Marketing Cloud with Enterprise Communication Strategy and a single Salesforce org with Connected Campus for consolidating existing departmental orgs**
- B. Marketing Cloud with Enterprise Communication Strategy, Marketing Cloud Connect, and multiple existing Salesforce orgs
- C. Marketing Cloud with multiple business units, Marketing Cloud Connect, and multiple existing Salesforce orgs
- D. Marketing Cloud with multiple business units and a single Salesforce org with Divisions for consolidating existing departmental orgs

Answer: A

Explanation:

Option D is correct because Marketing Cloud with Enterprise Communication Strategy and a single Salesforce org with Connected Campus for consolidating existing departmental orgs is the best solution to meet the university's needs. Marketing Cloud with Enterprise Communication Strategy allows the university to create and manage personalized communications across multiple channels and audiences, while a single Salesforce org with Connected Campus enables the university to unify and streamline its data, processes, and services across different departments and colleges.

Option A is incorrect because Marketing Cloud with multiple business units, Marketing Cloud Connect, and multiple existing Salesforce orgs is not a suitable solution for the university's needs, as it would create data silos, integration challenges, and governance issues across different Salesforce clouds and orgs. Marketing Cloud Connect is also not necessary for the university's communication strategy, as it is mainly used for data synchronization and integration between Marketing Cloud and Service Cloud or Sales Cloud.

Option B is incorrect because Marketing Cloud with multiple business units and a single Salesforce org with Divisions for consolidating existing departmental orgs is not a suitable solution for the university's needs, as it would create complexity and overhead in managing multiple business units and divisions within the same Salesforce cloud and org. Divisions are also not recommended for multi-brand or multi-department scenarios, as they are mainly used for large-scale data segmentation and reporting purposes.

Option C is incorrect because Marketing Cloud with Enterprise Communication Strategy, Marketing Cloud Connect, and multiple existing Salesforce orgs is not a suitable solution for the university's needs, as it would create data silos, integration challenges, and governance issues across different Salesforce clouds and orgs. Marketing Cloud Connect is also not necessary for the university's

communication strategy, as it is mainly used for data synchronization and integration between Marketing Cloud and Service Cloud or Sales Cloud.

Reference:

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NEW QUESTION # 58

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