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Salesforce B2C-Solution-Architect Exam is intended for professionals who have experience in implementing Salesforce B2C Commerce Cloud solutions. B2C-Solution-Architect exam is designed to test the candidate's knowledge and skills in the areas of Data Modeling, System Architecture, Integration, and Commerce Cloud Platform. It is a proctored exam that consists of 60 multiple-choice questions, and the candidate has 105 minutes to complete the exam.

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### Salesforce Certified B2C Solution Architect Sample Questions (Q66-Q71):

#### NEW QUESTION # 66

A nonprofit organization uses Experience Cloud for members who would like to set up recurring donations. They integrate with an external payment gateway and want to make sure to offer the utmost security for their members. They also use Pardot for personalized communications, to ensure members have access to the most meaningful content and messages related to their donation history.

Which three options can a Solution Architect recommend to increase security for their existing users?

Choose 3 answers

- A. Replace Pardot with Marketing Cloud to implement SMS for multi-factor authentication.
- B. Add a login flow that defines the scope of user access authorized by authentication providers.
- C. Develop login flows to change the user's session security level to initiate third-party identity verification.
- D. Implement high-assurance requirements for Experience Cloud profiles.
- E. Maintain GAAuth tokens for existing Experience Cloud profiles.

**Answer: B,C,D**

Explanation:

Experience Cloud is a product that allows creating and managing digital experiences for customers, partners, employees, and communities. Experience Cloud can be integrated with external payment gateways and Pardot to offer secure and personalized experiences for members who want to set up recurring donations. To increase security for their existing users, a Solution Architect can recommend the following options:

Implement high-assurance requirements for Experience Cloud profiles. High-assurance requirements are settings that define the level of security and identity verification needed for users to access certain pages or features in Experience Cloud. High-assurance requirements can help prevent unauthorized or fraudulent access to sensitive or confidential data or transactions, such as recurring donations.

Add a login flow that defines the scope of user access authorized by authentication providers. A login flow is a process that allows customizing the user login experience in Experience Cloud using various actions, such as collecting information, displaying messages, updating records, etc. A login flow can help define the scope of user access authorized by authentication providers, such as social media accounts or SAML-based identity providers. This can help limit or restrict the access of users based on their authentication method or credentials.

Develop login flows to change the user's session security level to initiate third-party identity verification. A session security level is a setting that determines the level of security and identity verification required for a user's session in Experience Cloud. A session security level can be changed using login flows to initiate third-party identity verification, such as SMS verification, email verification, biometric verification, etc. This can help enhance the security and trust of the user's session and prevent unauthorized or fraudulent access to sensitive or confidential data or transactions, such as recurring donations.

Option C is incorrect because replacing Pardot with Marketing Cloud to implement SMS for multi-factor authentication is not a valid or feasible option to increase security for their existing users. Pardot is a product that allows creating and managing B2B marketing campaigns and activities, such as email marketing, lead generation, lead nurturing, etc. Marketing Cloud is a product that allows creating and managing B2C marketing campaigns and activities, such as email marketing, mobile marketing, social media marketing, etc. Replacing Pardot with Marketing Cloud would not only be costly and complex, but also unnecessary and irrelevant for their use case of setting up recurring donations. Moreover, implementing SMS for multi-factor authentication does not require replacing Pardot with Marketing Cloud, as it can be done using other methods or tools, such as login flows or third-party identity verification services. Option D is incorrect because maintaining GAAuth tokens for existing Experience Cloud profiles is not an option or a way to increase security for their existing users. GAAuth tokens are tokens that are used by Google Authenticator, an app that generates one-time passwords for two-factor authentication. GAAuth tokens are not related to Experience Cloud profiles or their security settings.

Reference:

[https://help.salesforce.com/s/articleView?id=sf.networks\\_security.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.networks_security.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.networks\\_login\\_flow\\_examples.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.networks_login_flow_examples.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.networks\\_session\\_security\\_levels.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.networks_session_security_levels.htm&type=5)

### NEW QUESTION # 67

A nonprofit organization uses Experience Cloud for members who would like to set up recurring donations.

They integrate with an external payment gateway and want to make sure to offer the utmost security for their members. They also use Pardot for personalized communications, to ensure members have access to the most meaningful content and messages related to their donation history.

Which three options can a Solution Architect recommend to increase security for their existing users?

Choose 3 answers

- A. Replace Pardot with Marketing Cloud to implement SMS for multi-factor authentication.
- B. Add a login flow that defines the scope of user access authorized by authentication providers.
- C. Develop login flows to change the user's session security level to initiate third-party identity verification.
- D. Implement high-assurance requirements for Experience Cloud profiles.
- E. Maintain GAuth tokens for existing Experience Cloud profiles.

**Answer: B,C,D**

Explanation:

Experience Cloud is a product that allows creating and managing digital experiences for customers, partners, employees, and communities. Experience Cloud can be integrated with external payment gateways and Pardot to offer secure and personalized experiences for members who want to set up recurring donations. To increase security for their existing users, a Solution Architect can recommend the following options:

\* Implement high-assurance requirements for Experience Cloud profiles. High-assurance requirements are settings that define the level of security and identity verification needed for users to access certain pages or features in Experience Cloud. High-assurance requirements can help prevent unauthorized or fraudulent access to sensitive or confidential data or transactions, such as recurring donations.

\* Add a login flow that defines the scope of user access authorized by authentication providers. A login flow is a process that allows customizing the user login experience in Experience Cloud using various actions, such as collecting information, displaying messages, updating records, etc. A login flow can help define the scope of user access authorized by authentication providers, such as social media accounts or SAML-based identity providers. This can help limit or restrict the access of users based on their authentication method or credentials.

\* Develop login flows to change the user's session security level to initiate third-party identity verification. A session security level is a setting that determines the level of security and identity verification required for a user's session in Experience Cloud. A session security level can be changed using login flows to initiate third-party identity verification, such as SMS verification, email verification, biometric verification, etc. This can help enhance the security and trust of the user's session and prevent unauthorized or fraudulent access to sensitive or confidential data or transactions, such as recurring donations.

Option C is incorrect because replacing Pardot with Marketing Cloud to implement SMS for multi-factor authentication is not a valid or feasible option to increase security for their existing users. Pardot is a product that allows creating and managing B2B marketing campaigns and activities, such as email marketing, lead generation, lead nurturing, etc. Marketing Cloud is a product that allows creating and managing B2C marketing campaigns and activities, such as email marketing, mobile marketing, social media marketing, etc.

Replacing Pardot with Marketing Cloud would not only be costly and complex, but also unnecessary and irrelevant for their use case of setting up recurring donations. Moreover, implementing SMS for multi-factor authentication does not require replacing Pardot with Marketing Cloud, as it can be done using other methods or tools, such as login flows or third-party identity verification services.

Option D is incorrect because maintaining GAuth tokens for existing Experience Cloud profiles is not an option or a way to increase security for their existing users. GAuth tokens are tokens that are used by Google Authenticator, an app that generates one-time passwords for two-factor authentication. GAuth tokens are not related to Experience Cloud profiles or their security settings.

References:

\* [https://help.salesforce.com/s/articleView?id=sf.networks\\_security.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.networks_security.htm&type=5)

\* [https://help.salesforce.com/s/articleView?id=sf.networks\\_login\\_flow\\_examples.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.networks_login_flow_examples.htm&type=5)

\* [https://help.salesforce.com/s/articleView?id=sf.networks\\_session\\_security\\_levels.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.networks_session_security_levels.htm&type=5)

### NEW QUESTION # 68

A telecommunications company is implementing Service Cloud and Experience Cloud with a goal to have a single view of their customers. Current system limitations have resulted in many duplicate and incomplete customer records with inadequate data quality in the millions of records. They want this issue remediated when migrating the data to Service Cloud and Experience Cloud.

Which two activities and tools should a Solution Architect recommend to address these concerns when planning the data migration activity and assure it is completed in a timely manner?

Choose 2 answers

- A. Iteratively test smaller loads against a developer or partial copy sandbox and the full load against a full copy sandbox.

- B. Iteratively test smaller loads against a developer sandbox and the full load against a partial copy sandbox.
- C. Q Duplicate Management in Salesforce can be used to identify and manage duplicate records.
- D. Use an ETL tool with a staging database in order to run data cleansing tools to obtain a clean data set.

**Answer: A,D**

Explanation:

B: An ETL (Extract, Transform, Load) tool is a software that can help extract data from multiple sources, transform it according to business rules, and load it into a target destination, such as Salesforce. An ETL tool can also help run data cleansing tools, such as deduplication, validation, standardization, and enrichment, to obtain a clean data set before migrating it to Salesforce. C. Iteratively testing smaller loads against a developer or partial copy sandbox and the full load against a full copy sandbox can help ensure the data migration is successful and error-free. A developer or partial copy sandbox can be used for testing the data quality, mapping, and transformation rules, while a full copy sandbox can be used for testing the performance, scalability, and integrity of the data migration. References: <https://trailhead.salesforce.com/en/content/learn/modules/data-management-basics/data-management-basics-migrate> [https://help.salesforce.com/s/articleView?id=sf.data\\_sandbox\\_create.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.data_sandbox_create.htm&type=5)

### NEW QUESTION # 69

Northern Trail Outfitters (NTO) hosts a customer care portal using Service Cloud. The portal uses Marketing Cloud for customer interaction for a number of use cases, including customer sign-up and updates on toggled cases. NTO has decided that the connectors provided by Salesforce are not flexible enough for their needs, so they would like to explore a programmatic approach for doing so.

Which two considerations should a Solution Architect point out to NTO as it moves forward to integrate the Service Cloud portal with Marketing Cloud for customer interaction? Choose 2 answers

- A. NTO can use Marketing Cloud REST API for integrating with Service Cloud.
- B. The Marketing REST API calls are asynchronous, with timeout values of 120 for non-tracking operations and 300 seconds for tracking and data retrieve operations.
- C. The Marketing REST API uses XML request and response bodies and resource endpoints to support multi-channel use.
- D. NTO can use Marketing Cloud SOAP API for integrating with Service Cloud.

**Answer: A,D**

Explanation:

Marketing Cloud provides both REST and SOAP APIs for integrating with other systems, including Service Cloud. Both APIs can be used to perform various operations such as creating, updating, or deleting data objects, triggering messages, retrieving tracking data, and more. The REST API uses JSON request and response bodies, while the SOAP API uses XML request and response bodies. The choice of API depends on the use case, preference, and compatibility of the systems involved. Reference: <https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm> <https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-getting-started.meta/mc-getting-started/get-started-with-marketing-cloud-apis.htm>

### NEW QUESTION # 70

A company uses B2C Commerce to capture customer orders and then uses an ETL tool to send the orders to an ERP system for processing. The company also uses Service Cloud and would like to display the processed orders in that system as well, in case their service reps need to refer to an order. However, the order data itself does not need to be copied.

Which tool can a Solution Architect use to meet this requirement?

- A. Remote Process Invocation
- B. Salesforce Connect
- C. Batch Data Synchronization
- D. Streaming API

**Answer: B**

Explanation:

This answer is correct because Salesforce Connect can be used to display external data in Salesforce without copying or storing it. Salesforce Connect uses external objects to access data from an external system via an adapter. This way, the order data from the ERP system can be displayed in Service Cloud as read-only records without consuming additional storage space. References: <https://help.salesforce.com/s/articleView?id=sf>

## NEW QUESTION # 71

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