

Salesforce

Exam Questions B2C-Solution-Architect

Salesforce Certified B2C Solution Architect (WI21)



NEW QUESTION 1

Northern Trail Outfitters (NTO) wants to integrate its product information management (PIM) system with B2C Commerce so shopping experiences can be relevant, personalized, and seamless across channels. They need the ability to search for product deltas in the PIM system and reflect those changes in B2C Commerce on a scheduled basis. The Solution Architect recommends using MuleSoft Accelerator for B2C Commerce for this integration.

Which two benefits should the Solution Architect highlight about API-led connectivity while implementing the MuleSoft accelerator for B2C Commerce?

Choose 2 answers

- A. It enables self-service and an increase in productivity through reusable microservices and APIs.
- B. It lets the business quickly integrate different systems without involving IT.
- C. It offers a template-driven approach for development.
- D. It enforces a distributed approach and allows for the creation of Experience APIs, Data APIs, and System APIs.

Answer: BC

NEW QUESTION 2

A company is in the process of defining the authoritative system for key data entities involved in B2C journeys. The company has about 200,000 customers, each averaging 30 orders per year.

Which two systems are considered an authoritative system for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email?

Choose 2 answers

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

Answer: BD

NEW QUESTION 3

A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of the customer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The Success Manager believes that Customer 360 Data Manager could help them solve their problem.

How should a Solution Architect describe the role of Customer 360 Data Manager in this context?

- A. Customer 360 Data Manager can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent Global Party ID.
- B. Customer 360 Data Manager can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.
- C. Customer 360 Data Manager cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.
- D. When Customer 360 Data Manager is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.

Answer: A

NEW QUESTION 4

A company wants to migrate their existing in-house order management solution to the Salesforce Order Management product, which will trigger post-purchase transactional emails through Marketing Cloud. They are already using B2C Commerce, Service Cloud, and Marketing Cloud, as well as the B2C Commerce - Service Cloud Connector and Marketing Cloud Connect.

What are three actions that a Solution Architect must take when planning and deploying this solution? Choose 3 answers

- A. Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios.
- B. Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector.
- C. Integrate Salesforce Order Management to B2C Commerce for order history and user self service.
- D. Migrate subscriber keys in Marketing Cloud to a new Order Management customer identifier.
- E. Replace the Service Cloud Connector with an Order Management Connector for B2C Commerce.

Answer: BCD

NEW QUESTION 5

A company wants to implement B2C Commerce and Service Cloud and connect the systems with their existing Instance of Marketing Cloud.

Which two tactics should a Solution Architect recommend to model a customer across all three systems? Choose 2 answers

- A. Migrate the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID.
- B. Use Customer 360 Data Manager to assign the Global Party ID and use it as a primary key across all systems including the new Subscriber ID in Marketing Cloud.
- C. Using Service Cloud as a central point hold unique identifiers from all systems including the Service Cloud Contact or Person Account ID and B2C Commerce CustomerNo and Customer ID
- D. Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.

Answer: AC

NEW QUESTION 6

A retail company currently uses B2C Commerce and Marketing Cloud to enable a seamless customer experience. They are evaluating tools to better support customer service activities like their call center for online ordering and social customer service.

Which two functionalities should a Solution Architect discuss with the company to explain the value of Service Cloud? Choose 2 answers

- A. Ability to create a B2C storefront using Digital Experiences.
- B. Ability to de-duplicate and create a single customer identity.
- C. Ability to allow the agent to see purchase history to support case management
- D. Ability to have a customer leave a journey when they have an escalated case.

Answer: BC

NEW QUESTION 7

A company needs to have specific fields encrypted in the user interface on the contact record in Service Cloud as well as on some fields in data extensions that exist only in the Marketing Cloud. The merchant believes that Salesforce Shield Encryption is a suitable solution.

Which two considerations are relevant for the merchant when determining an appropriate solution? Choose 2 answers

- A. With Shield, encrypted fields are not visible to the user, but there are no other feature impacts.
- B. With Shield, encrypted fields cannot be used to filter or sort in Process Builder and Flow Builder.
- C. Field-Level Encryption is also required on Marketing Cloud to encrypt the custom fields.
- D. Shield encryption can be done on any standard or custom field on all field types, but cannot be set to encrypt those fields in Marketing Cloud.

Answer: BD

NEW QUESTION 8

A company wants to send a coupon code to VIP customers who have abandoned their cart. The company also wants to track email open and forward count, as well as disable the coupon code after a single use.

Which set of platforms and native services should a Solution Architect recommend to satisfy these requirements?

- A. Service Cloud for customer segmentation; third-party service for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.
- B. Marketing Cloud for customer segmentation; B2C Commerce for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Marketing Cloud to track email opens and forwards.
- C. B2C Commerce for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.
- D. Marketing Cloud for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce to send abandoned cart emails; Tableau CRM to track email opens and forwards.

Answer: B

NEW QUESTION 9

A company uses Service Cloud and B2C Commerce and now wants to enable the 'Order on Behalf' functionality on its storefront. The customers using the storefront are Person and Household accounts.

Which three design and architecture considerations should a Solution Architect follow to ensure that the 'Order on Behalf' functionality works well for all the designated storefront customers?

Choose 3 answers

- A. Verify that the permissions used are Login_On_Behalf, Login_Agent, and Create_Order_On_Behalf_Of business manager functional permissions.
- B. The Order on Behalf feature in the Service to B2C Commerce Connector only supports person accounts as a customer model by default.
- C. Default user is required for anonymous storefront shoppers.
- D. The REST calls between B2C Commerce and Service Cloud do not count towards API governor limits.
- E. Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights.

Answer: BDE

NEW QUESTION 10

A company currently uses B2C Commerce and Service Cloud for one of its storefronts. They are now considering implementing the 'Order on Behalf' flow.

Which consideration must a Solution Architect keep in mind while implementing the 'Order on Behalf' flow?

- A. The Service Cloud Connector is not available for guests or anonymous storefront shopper
- B. Use Order on Behalf with registered B2C Commerce customer accounts.
- C. The Service Cloud Connector enables data synchronization through SOAP services using Service Cloud and B2C Commerce
- D. REST services are not available for such data synchronization needs.
- E. The Service Cloud Connector does not require B2C Commerce to be registered as a remote site as long as the Service Cloud org and B2C Commerce realm are in the same geographic region.
- F. The Service Cloud Connector can work with any valid Service Cloud user
- G. There is no specific need for an Integration User with administrative rights.

Answer: C

NEW QUESTION 10

An organization wants to add Service Cloud to their existing Salesforce Org currently hosting Sales Cloud. They know that an integrated customer service experience is a key component of a successful long-term relationship with their customers. After doing some research they learned that the Service Cloud connector can help start their implementation and they are now ready to proceed.

Which two functionality considerations should they be aware of when introducing the B2C Commerce to Service Cloud Connector into an existing Salesforce Org? Choose 2 answers

- A. In order to implement the Service Cloud Connector it is necessary to enable Person Accounts, a change which cannot be reverted once implemented.
- B. The Service Cloud Connector is distributed as a managed package that can be extended to meet client-specific needs but with core functionality that cannot be altered.
- C. The Service Cloud Connector natively supports accounts and contacts, households, and multi-brand customer models.

D. The Service Cloud Connector provides a collection of Lightning and Visualforce components that display customer and order information within Service Cloud, which needs to be customized and deployed by a developer.

Answer: B

NEW QUESTION 11

Northern Trail Outfitters (NTO) wants to use Salesforce as a front end for creating accounts using the lead-to-opportunity process. When an opportunity is closed or won, an order must be created in the ERP, which manages orders. The organization has an Enterprise Service Bus (ESB) that supports the CometD protocol. Which two integration approaches or steps should a Solution Architect recommend for this scenario? Choose 2 answers

- A. Define a new platform event in Salesforce and then create a Process Builder process to publish a platform event when the opportunity status changes to Closed-Won.
- B. Enable ESB to publish to the platform event using the CometD protocol and notify the back-end ERP system to create the order synchronously.
- C. Define a new platform event in the back-end system for the order details and then create a Process Builder process to initiate the platform event when the opportunity status changes to Closed-Won.
- D. Enable ESB to subscribe to the platform event using the CometD protocol and notify the back-end ERP system to create the order asynchronously.

Answer: BD

NEW QUESTION 16

A Solution Architect is working on a project that will use Service Cloud and Marketing Cloud. The company is concerned about its service agents' productivity, since they will sometimes also require access to Marketing Cloud. The company wants the Solution Architect to implement a solution that lets agents authenticate and access all systems with the least possible clicks. The company wants agents to confirm their identity using multi-factor authentication (MFA) upon logging in to either system.

Which three activities does the Solution Architect need to complete in order to meet the company's requirements?

Choose 3 answers

- A. Enable SSO on both Service Cloud and Marketing Cloud.
- B. Define which system is acting as an identity provider (IDP).
- C. Configure Marketing Cloud Connect.
- D. Enable Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP).
- E. Enable MFA on the identity provider (IDP).

Answer: ACE

NEW QUESTION 20

A company plans to build a new B2C Commerce storefront for a popular segment of products that generate high-volume sales. Their team is evaluating whether B2C Commerce is the right platform to build this storefront, and they are specifically concerned about how quotas and limits directly impact the efficiency and stability of solutions built on the platform.

Which two considerations should a Solution Architect keep in mind when considering B2C Commerce Governance and Quotas?

Choose 2 answers

- A. Object quotas status is updated with an up to 20-minute delay. Therefore, a Solution Architect must consider this delay when performing calculations related to traffic and limits.
- B. For sandbox instances, quotas can be softened by exporting them from a production instance and importing them onto a sandbox instance. This approach lets Solution Architects match the development environment to the production environment.
- C. Unless a site is experiencing performance issues, the Solution Architect can assume that quota violations have not occurred.
- D. If an enforced quota is exceeded, an exception is thrown, which prevents the current operation from completing.
- E. The Solution Architect should design the solution so that the exception can be caught within a customization.

Answer: AD

NEW QUESTION 22

A company has Person Account set up on their Sales Cloud and they now want to map subscriber data in Marketing Cloud. What should a Solution Architect recommend?

- A. Sync Subscriber object.
- B. A Sync Person Account object.
- C. Sync Individual object.
- D. Sync Contact object.

Answer: B

NEW QUESTION 27

A salesperson needs to know which subscription a customer has subscribed to or unsubscribed from when reviewing their account in Sales Cloud. However, Marketing Cloud needs to honor the unsubscribe action when it sends out emails.

Which two steps should a Solution Architect take to meet these requirements? Choose 2 answers

- A. Create a Journey activity to update the records in Sales Cloud.
- B. Create a custom preference center that updates the records in Sales Cloud.
- C. Use the out-of-the-box preference center in Marketing Cloud.
- D. Implement the Marketing Cloud Connector to ensure the unsubscribe data is synced from Sales Cloud.

Answer: CD

NEW QUESTION 31

A company has 2,000 customers and currently services them using a call center and spreadsheets. Because of the lack of systems there is no ability to track how

successful agents are. In addition, their ordering system cannot be easily accessed by service agents costing valuable time and hurting customer satisfaction. What are two reasons a connected B2C Solution can add value to the company? Choose 2 answers

- A. Provides a better interface for agents using Service Cloud and B2C Commerce with Heroku
- B. Allows agents to more easily access customer data to better support customers when they call in
- C. Allows agents to use SSO to log into B2C Commerce and Service Cloud using the same credentials
- D. Increases spend ROI as fewer service agents will be needed, which can allow for more sales agents

Answer: BC

NEW QUESTION 33

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