



Salesforce

Exam Questions B2C-Solution-Architect

Salesforce Certified B2C Solution Architect (WI21)

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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

Northern Trail Outfitters (NTO) has an ERP application where all customer orders are stored. There are millions of older records stored in the ERP application and some customers may have thousands of individual orders. Additionally, some orders contain personally identifiable information (PII) that, due to company policy, can only be stored in ERP. NTO would like the five most recent orders displayed on the account page in Salesforce.

What are three justifications for using Salesforce Connect in this solution? Choose 3 answers

- A. Accessing external data using workflows and triggers
- B. Need access to all external data in near real-time
- B. Integrating external data without writing custom code
- C. The external data is changing frequently
- D. Need real-time access to a small fraction of external data

Answer: BCD

NEW QUESTION 4

An organization uses B2C Commerce to capture order details but needs to process the order in an ERP system. They want B2C Commerce to send a message to the ERP system with the order details after they have been entered, then wait for the order to be processed, and then receive a reply from the ERP system with the order number and status.

Which integration pattern should a Solution Architect use to meet this requirement?

- A. Asynchronous Call-Out
- B. Request and Reply
- C. Batch Data Synchronization
- D. Publish / Subscribe

Answer: B

NEW QUESTION 5

A company is beginning a multi-cloud implementation involving B2C Commerce and Service Cloud. The company wants to trace configuration and code changes as much as possible and ensure basic standards for code quality.

Which three options should a Solution Architect recommend to help the company with this goal? Choose 3 answers

- A. GIT Repository
- B. Static Code Analysis tools
- C. CI/CD Pipelines
- D. Smoke testing
- E. Salesforce DX

Answer: ABC

NEW QUESTION 6

A single-brand client is implementing a Salesforce multi-cloud solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. They have licenses for over 100 Service Cloud sandboxes, one B2C Commerce realm with on-demand sandboxes, and three Marketing Cloud production business units. The client wants to understand the environment, development, and automation deployment strategy for the implementation.

Which two recommendations should a Solution Architect make in the discovery session? Choose 2 answers

- A. Run load testing in B2C Commerce pre-launch against the production instance connected to a fullcopy sandbox in Service Cloud
- B. Use Marketing Cloud business units as testing environments
- C. Use a single Marketing Cloud instance to connect to multiple Service Cloud environments using Marketing Cloud Connect for each business unit

D. Use a Service Cloud partial copy sandbox to provide better performance than a developer pro sandbox as well as a normal sandbox

Answer: AC

NEW QUESTION 7

A company is implementing B2C Commerce, Service Cloud, and Marketing Cloud. The company is based in Europe and needs to be compliant with GDPR. Which two design implementations should a Solution Architect use to ensure GDPR compliance? Choose 2 answers

- A. Use email addresses, SMS, or other channel addresses as the contact key {subscriber key} in Marketing Cloud
- B. Use a Salesforce record ID as a single unique identifier to apply across channels and clouds
- C. Set tracking site preference for each storefront
- D. Set field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud

Answer: BD

NEW QUESTION 8

A company is seeing an increased volume of customers browsing for higher-value items, as well as longer consideration times before customers place orders based on what is in their shopping carts.

What are two tactics that a Solution Architect could recommend to increase checkouts and decrease the time from adding items to completing a checkout? Choose 2 answers

- A. Enable customer service agents to enroll customers in an Abandoned Cart Journey in Marketing Cloud if an interaction does not result in the processing of an order.
- B. Enable customer service agents to update and complete a cart transaction on behalf of the customer.
- C. When the cart value reaches a certain value, push a chat request to assist the customer with the checkout process.
- D. Monitor the cart items and time since it has been active in B2C Commerce and send a reminder and checkout incentive 18 hours after the cart was last modified.

Answer: BC

NEW QUESTION 9

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and is seeking an order management solution. They process 2,000 orders per hour across their brands. The company has one B2C Commerce realm, two Salesforce core orgs, and two Marketing Cloud business units. The company is choosing between these three options for an order management tool:

- Build an order management solution in B2C Commerce using order management APIs
- Purchase Salesforce Order Management
- Build a custom order management solution using their own development team

Which three statements should a Solution Architect use to support using the Salesforce Order Management solution?

Choose 3 answers

- A. Salesforce Order Management synchronizes orders to and from B2C Commerce, which essentially replaces the Service Cloud Connector.
- B. B2C Commerce order management does not support complex or advanced use cases.
- C. The existing Service Cloud implementation team could extend the Salesforce Order Management product to the existing org.
- D. Salesforce Order Management is a productized connector solution between B2C Commerce and Service Cloud; orders will be synchronized from the client B2C Commerce realm to multiple Salesforce Orgs without the need for customization.
- E. Salesforce Order Management shares the same database with Service Cloud while other solutions need to build additional integration.

Answer: BCD

NEW QUESTION 10

An organization chose a multi-cloud solution that is comprised of Service Cloud and B2C Commerce. The organization now wants to ensure that the theme of its self-service portal is consistent with the theme of its B2C Commerce storefront.

How should a Solution Architect ensure that this requirement is met?

- A. Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
- B. Set the value of the Portal Theme URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
- C. Copy any relevant .less code from the organization's website and paste it into the pages for the self-service portal in Page Builder.
- D. Make a copy of the appropriate .less file from the organization's webserver and upload it to the self-service portal.

Answer: D

NEW QUESTION 10

An organization that has B2C Commerce, Marketing Cloud, and Service Cloud has separate support teams that work with customers based on their tier level. Tier levels are based on the amount of money a customer spends. The organization wants incoming support cases to automatically route to the correct team based on their tier level.

Which two options should a Solution Architect configure to accomplish this? Choose 2 answers

- A. Service Cloud can be extended with customer flows and Lightning Web Components to create a separate support process specifically designed for customers that are attributed a tier level.
- B. Tier levels must be calculated and attributed to customers in Marketing Cloud and then propagated to Service Cloud so that they can be used to inform how cases are routed to team
- C. Marketing Cloud must integrate with B2C Commerce to leverage purchase data necessary for these calculations.
- D. Case routing can be configured by configuring Service Cloud's omni-channel routine feature to route cases to support teams based on the tier level of the customers submitting the case and the availability of agents supporting each tier level.
- E. Tier levels must be calculated regularly and attributed to Contact records in Service Cloud so that the tier level can be leveraged by Service Cloud's omni-channel routing feature and synchronized back to B2C Commerce and Marketing Cloud.

Answer: BC

NEW QUESTION 14

A company recently launched their ecommerce sites for three countries: Australia, New Zealand, and Singapore. The company is now looking to set up marketing automations using Marketing Cloud.

Their B2C Commerce is configured with two realms: ANZ and SE Asia. Each country has a site within their respective realm: Australia and New Zealand sites are within ANZ and Singapore is within SE Asia.

Which account hierarchy should a Solution Architect recommend for the Marketing Cloud set up?

- A. Use a separate Marketing Cloud tenant for each site
- B. Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm
- C. Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm
- D. Use a single Marketing cloud tenant and map business units to each realm

Answer: C

NEW QUESTION 18

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 23

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 24

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 27

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

Which consideration must a Solution Architect keep in mind while implementing the 'Order on Behalf of 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 use
- G. There is no specific need for an Integration User with administrative rights.

Answer: C

NEW QUESTION 31

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 35

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. Mobile Connect only supports outbound messaging in selected countries
- C. Social Studio does not support 1:1 messaging on the apps listed in the scenario
- D. Social Studio is limited to listening to social channel and not responding

Answer: BC

NEW QUESTION 38

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

Answer: D

NEW QUESTION 43

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

NEW QUESTION 45

Northern Trail Outfitters (NTO) wants to unify customer data with a single identity for each customer across their ecommerce sites and their communities. Communities are treated as an identity provider (IDP) for commerce. The communities also allow self-service support for products via knowledge articles and crowd-sourced Knowledge and Chatter.

For which customer data should Experience Cloud be the system of record?

- A. Authentication credentials
- B. Address book
- C. Wishlist
- D. Payment information

Answer: A

NEW QUESTION 50

A merchant using B2C Commerce and Service Cloud has a requirement for service agents to order products on behalf of shoppers. In the envisioned scenario, a shopper contacts the service center with an order request, the agent uses the Service Console to find the shopper's account, and initiate an order on behalf of the shopper using payment information provided by the shopper. The merchant is considering the B2C Commerce - Service Cloud Connector for this implementation.

Which three considerations should a Solution Architect keep in mind prior to implementation? Choose 3 answers

- A. Guests or anonymous storefront shoppers are not supported in this scenario.
- B. B2C Commerce needs to be registered as a remote site.
- C. Service agents need a corresponding storefront login mapped to their Service Cloud user record.
- D. The Service Cloud Connector only supports Person Accounts as a customer model.
- E. The Service Cloud Connector only supports contacts as a customer model.

Answer: CD

NEW QUESTION 51

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 55

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 57

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 60

A company has B2C Commerce and Marketing Cloud. The Marketing team wants to match up the purchasing data from B2C Commerce to the Marketing Cloud subscriber data.

Which two objects from B2C Commerce should a Solution Architect map to Marketing Cloud in order to meet the company's needs? Choose 2 answers

- A. Contact
- B. Orders
- C. Customer
- D. Profile

Answer: B

NEW QUESTION 64

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 68

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 72

A large cosmetics company is planning a customer marketing campaign this summer that allows early access to new product launches in exchange for consent to contact participants through text or email. Future communications to those who 'opt-in' includes information on future product launches, store events, and holiday promotions.

The company plans to offer a 'preference center' within the commerce experience, where authenticated users can opt-in or opt-out of various methods of direct communication.

In which two ways should a Solution Architect define the appropriate systems and methods for user registration and communication preferences, and recommend where native platform functionality within each platform may need to be extended?
Choose 2 answers

- A. Allow cookie consent to auto-enable email and/or mobile communications directly to the customer.
- B. Allow customers to unsubscribe via email with one click, and opt-in or opt-out of specific communication methods through a hosted preference center.
- C. Use native B2C Commerce registration options during the browse and checkout experience, and extend these features to provide an opt-in or opt-out communication preference center on a secure page within the same storefront UI.
- D. Implicitly enroll all customers in direct mobile communications during checkout, and allow customers to opt-in or opt-out of all services via email sent by Marketing Cloud.

Answer: BD

NEW QUESTION 76

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across all three products. The company has one B2C Commerce realm serving two storefronts, a Salesforce org, and a Marketing Cloud instance with a single business unit that leverages email address as a subscriber key. None of these Salesforce Clouds are integrated. The company is also interested in integrating with Customer 360 Data Manager.

Which two Marketing Cloud implementation recommendations should a Solution Architect present to the company to adjust their architecture to adhere to Salesforce multi-cloud integration best practices?
Choose 2 answers

- A. Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.
- B. Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.
- C. Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices.
- D. B2C Commerce should integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront.

Answer: CD

NEW QUESTION 78

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