



Free Salesforce Certified B2B Solution Architect (Arch-301) Practice Questions

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Question 1

Question Type: MultipleChoice

UC Foods, a manufacturing company, has multiple sales channels including a front-line Sales team and channel partners who are currently enabled on Sales Cloud as well as a Partner Community. The company wants to establish a new B2B Commerce portal to lower the cost of sales by enabling self-service capabilities to automate sales wherever possible. The executive sponsor is concerned that sales representatives might see the B2B channel as a threat to their ability to sell and, therefore, earn higher commissions.

Which two use cases should the Solution Architect highlight to help the executive sponsor better understand the appropriate role for B2B Commerce as it relates to existing sales channels?

Choose 2 answers

Options:

- A- Highlight that the B2B portal is meant to tackle more routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts.
- B- Highlight that the B2B portal will be a useful tool to help improve customer communications and enhance customer engagement by providing faster updates on their orders as they are fulfilled.
- C- Highlight that the B2B portal is meant to handle high-complexity sales that are ideal for automation, leaving the Sales team to handle less complex, higher-margin sales.
- D- Highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone.

Answer:

A, D

Explanation:

Salesforce B2B Commerce is a solution that enables organizations to create ecommerce storefronts that are specifically designed for businesses making large volume purchases from other businesses online. B2B Commerce customers need easy online access to suppliers so they can buy products to run their businesses.

B2B Commerce makes business buying easy and individualized. It provides the ability to exceed expectations and hide business complexity for customers with features such as personal catalogs, accurate pricing, large orders, quick reorders, self-service account management, and more.

Therefore, a Solution Architect should highlight that the B2B portal is meant to tackle more

routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts. This way, UC can lower the cost of sales by automating simple transactions and freeing up sales resources for higher-value opportunities.

A Solution Architect should also highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone. This way, UC can leverage its online presence to reach new markets and customers without investing in physical infrastructure or personnel.

https://trailhead.salesforce.com/en/content/learn/modules/cc_cccapability/cc_ccbasics_b2b

Question 2

Question Type: MultipleChoice

SharpField is a fast-growing company that provides SaaS for commercial service providers. SharpField has been acquiring other similar companies and plans to continue to do so for the near future.

After a recent acquisition of a company that also has a Salesforce org, the CIO wants to know the correct path forward on deciding whether to integrate the acquired companies into SharpField's existing landscape.

What should a Solution Architect recommend to the CIO to ensure the correct org strategy for SharpField going forward?

Options:

- A- Recommend a single-org strategy and development of strict processes for all acquired companies to follow.
- B- Prioritize migrating the newly acquired company to SharpField's Salesforce org first, then perform an org strategy analysis to assess the Business, Technology, Governance, and Operations requirements for any future acquisitions.
- C- Prioritize completing an in-depth org strategy analysis, focused on the Business, Technology, Governance, and Operations requirements at SharpField.
- D- Recommend a multi-org strategy and development of required integration layers to move the required shared data between instances of any and all acquired Salesforce instances.

Answer:

C

Explanation:

there are two possible approaches for Salesforce org strategy: single-org and multi-org. Each approach has its pros and cons depending on the business needs, technology capabilities, governance policies, and operational requirements of the organization.

The best recommendation for the CIO is to prioritize completing an in-depth org strategy analysis, focused on the Business, Technology, Governance, and Operations requirements at SharpField. This should include an assessment of the newly acquired company and any other acquisitions that SharpField is considering. Additionally, the Solution Architect should recommend a single-org strategy and the development of strict processes for all acquired companies to follow. This will ensure that the Salesforce environment is organized, integrated, and secure. Finally, the Solution Architect should recommend the development of required integration layers to move the required shared data between instances of any and all acquired Salesforce instances.

<https://www.salesforce.org/blog/develop-a-salesforce-org-strategy-to-achieve-a-unified-experience/>

Question 3

Question Type: MultipleChoice

Towards the end of the discovery phase, the sales manager and subject matter experts raise a request to get hands-on experience with the solution as soon as possible. They want to ensure the requirements they provided are correctly built out in Salesforce. The project sponsor is unsure how that request may affect the schedule.

Which method should a Solution Architect consider in this scenario to validate the requirements during the build sprint without impacting the project timelines?

Options:

- A- Ensure the project sponsor reviews and signs off on the Functional Specification Document as an acknowledgment that what was built aligns with the original requirements.
- B- Run a User Acceptance Testing discovery session, based on the Functional Specification Document, to ensure the testing script meets the end users' needs.
- C- Give every end user the Functional Specification Document as their training materials and test them on the contents.
- D- Give the end users access to a sandbox environment and a testing script for each of the user stories. Ask UAT testers to perform their tasks and collect feedback from them in the testing script.

Answer:

D

Explanation:

Allowing end users to interact with the solution in a controlled environment (like a sandbox) and providing them with structured testing scripts ensures that the build aligns with their requirements without disrupting the project timeline. This method enables real-time feedback and iterative improvements, ensuring the final product meets user needs. Salesforce's best practices for UAT and sandbox environments, detailed in the Salesforce Development Lifecycle Guide, support this approach by emphasizing the importance of hands-on testing and feedback in the development process.

<https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/learn-about-user-acceptance-testing>



Question 4

Question Type: MultipleChoice

Universal Containers (UC) delivers packaging solutions to its customers based on volume schedule, which is part of a contract that UC is closing. Customers place orders against these contracts, and the orders are maintained in an ERP system outside of Salesforce.

Employees of UC want to track invoicing payment status on a monthly basis so that they can identify early when customer orders fall short of the contractual target.

Which two solution components should a Solution Architect recommend to meet this requirement?

Choose 2 answers



Options:

- A- Opportunities and Opportunity Products from Sales Cloud
- B- Product and Revenue Schedules from Sales Cloud
- C- Invoicing payment status sync between Salesforce Billing and ERP
- D- Orders and Order Products from Sales Cloud and a MuleSoft integration with the ERP

Answer:

C, D

Explanation:

To track invoicing payment status and identify discrepancies in customer orders against contractual targets, integrating Salesforce Billing with the ERP system is essential. This integration allows for real-time synchronization of invoicing and payment statuses, providing UC employees with up-to-date information. Using MuleSoft for integration facilitates seamless data exchange between Salesforce and the ERP, ensuring that order information is accurately reflected in Salesforce. This setup supports efficient monitoring and management of contractual obligations and financial transactions. Salesforce Billing offers capabilities for managing invoicing and payments within the Salesforce ecosystem, while MuleSoft's Anypoint Platform enables robust API-led connectivity between systems, aligning with Salesforce's recommended practices for system integration and data management.

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) is transforming its service experience. NTO has created a RACI matrix to understand the key stakeholders' responsibilities for activities and decisions during a Salesforce Field Service discovery workshop.

Which three NTO stakeholders should a Solution Architect recommend be defined as Consulted during the discovery workshop?

Choose 3 answers

Options:

- A- Field Service Manager
- B- NTO employee representing a typical customer
- C- Business Analyst
- D- Field Service Agent
- E- Project Manager

Answer:

A, C, D

Explanation:

During the discovery workshop for Salesforce Field Service, consulting with the Field Service Manager, Business Analyst, and Field Service Agent is essential. The Field Service Manager provides insight into operational needs and challenges, the Business Analyst contributes an understanding of technical requirements and process optimizations, and the Field Service Agent offers a frontline perspective on service delivery and customer interactions. Involving these

stakeholders ensures that the solution architect gathers comprehensive insights into the service operations, aligning the Salesforce Field Service implementation with the actual needs and workflows of the organization, consistent with Salesforce's best practices for stakeholder engagement in discovery sessions.

Question 6

Question Type: MultipleChoice

Universal Containers (UC) has acquired four companies and is looking to manage revenue across all mergers' territories seamlessly. UC wants to drive major business decision and selling strategies based on an efficient, complete, real-time view of team forecasts across territories from Salesforce. A sales user can be part of multiple territories and is usually working on multiple opportunities at a time.

Which technical consideration should a Solution Architect make when designing collaborative forecasting?

Options:

- A- Archiving a territory model does not impact forecasts, quotas, and adjustments for all territories in the model.
- B- If the sales user has many territories assigned to them, it can impact the performance of the forecast.
- C- Important details should be tracked at the opportunity line level.
- D- Forecast category names can be customized by submitting a Salesforce Support case.

Answer:

B

Explanation:

In designing collaborative forecasting, especially in a complex organization like UC with multiple acquisitions and territories, it's crucial to consider the system's performance. When a sales user is assigned to multiple territories, and they work on numerous opportunities, it can significantly impact the system's ability to generate accurate and timely forecasts. Salesforce's own documentation on collaborative forecasting emphasizes the need to carefully manage territory assignments and forecast calculations to maintain system performance and forecast accuracy.

Reference to these considerations can be found in Salesforce's Release Notes and Administrator Guide, where Salesforce discusses best practices for managing territories and forecasts in

complex sales environments.

https://help.salesforce.com/s/articleView?id=000199046&language=en_US&type=1

Question 7

Question Type: MultipleChoice

Universal Containers (UC) is looking to implement a CPQ + B2B Commerce multi-cloud solution and use the CPQ B2B Commerce Connector to keep the two insync. As part of this implementation, UC is looking to be able to have a streamlined product and pricing experience. As UC would like to sell product kits with tiered pricing through the self-service storefront, it would like to ensure this model can be supported effectively.

Which two considerations should a Solution Architect keep in mind for the implementation?

Choose 2 answers

Options:

- A- for supporting kits in the B2B Commerce Storefront, they need to create equivalent bundle products on the CPQ side.
- B- For the described multi-cloud solution, it is a best practice to set the CPQ precision to two decimal points.
- C- On the CPQ 826 Commerce Connector, the default mapping of tiered pricing in 826 Commerce is to Discount Schedules in CPQ.
- D- It is important to ensure the Price Rules run for Quotes initiated via 628 Commerce Storefront to maintain consistency in business rules being applied.

Answer:

A, C

Explanation:

The CPQ B2B Commerce Cloud Connector is an unmanaged package from Salesforce Labs that allows B2B Commerce and CPQ customers to configure or customize functionality¹². It syncs products, pricing, quote requests, and orders in both clouds¹².

For supporting kits in the B2B Commerce Storefront, they need to create equivalent bundle products on the CPQ side³. A kit is a product that contains other products as components³. A bundle is a product that has one or more options that can be added or removed by a user⁴. The connector maps kits to bundles using a custom field called Kit ID on both objects³.

On the CPQ 826 Commerce Connector, the default mapping of tiered pricing in 826 Commerce is to Discount Schedules in CPQ5. Tiered pricing lets you set different prices for different quantities of a product5. Discount schedules let you apply discounts based on quantity or amount ranges for a product. The connector maps tiered prices to discount schedules using a custom field called Tiered Price ID on both objects5.

Question 8

Question Type: MultipleChoice

Universal Containers (UC) is currently using Sales Cloud, Revenue Cloud, Experience Cloud, and B2B Commerce. B2B Commerce and Experience Cloud are used for UC's end customers while the direct Sales team sells with partners through Revenue Cloud. However, partners want to work digitally versus through email.

The direct Sales team has asked the CIO how they can expose their Revenue Cloud capabilities to their partners and vendors using Salesforce. The CIO knows they are currently using B2B Commerce for customers and is wondering if they can do something similar for partners by exposing CPQ capabilities in Experience Cloud for partners.

What are two questions a Solution Architect should ask when evaluating either B2B Commerce or CPQ for partners via Experience Cloud?

Choose 2 answers

Options:

- A- Will partners be using CPQ to sell to our customers that are utilizing our B2B Commerce tool today?
- B- Does the direct Sales team co-sell with partners or sell to partners in this new channel model?
- C- Do partners need to do complex configurations or create their special pricing?
- D- What do we need to invest in order to build the channel and where does that investment come from?

Answer:

B, C

Explanation:

When evaluating B2B Commerce or CPQ for partners via Experience Cloud, the Solution Architect should ask:

B) Does the direct Sales team co-sell with partners or sell to partners in this new channel model? This question helps to understand the relationship between the direct Sales team and the partners, which impacts how CPQ is set up and used.

C) Do partners need to do complex configurations or create their special pricing? This will determine if CPQ's advanced configuration and pricing capabilities are necessary for the partners, which may not be as effectively supported by B2B Commerce alone.

Understanding the sales process and the complexity of transactions is crucial to deciding whether CPQ or B2B Commerce is the right tool for partners, as described in Salesforce documentation for both CPQ and B2B Commerce.

Question 9

Question Type: MultipleChoice

A Solution Architect has gathered requirements from discovery with Northern Trail Hot Tubs below:

- * Northern Trail Hot Tubs sells through a B2B2C model with Dealers.
- * Northern Trail Hot Tubs tracks Dealer Opportunities in Salesforce, but wishes to have more insight into the sales process from its Dealers.
- * Dealers would like to be able to get custom Hot Tub pricing quickly from Northern Trail Hot Tubs without having to wait for configuration estimates to come back from Northern Trail Hot Tubs.
- * Northern Trail Hot Tubs supports its Dealers and Customers directly, and Dealers would like better insight into support that their Customers receive.

Which capabilities should a Solution Architect suggest to provide to Northern Trail Hot Tub Dealers?

Options:

- A- Experience Cloud and Revenue Cloud for Dealers to get Quotes and view Cases
- B- B2B Commerce for Dealers to get pricing and Service Cloud for Cases
- C- Experience Cloud and Sales Cloud for Dealers to be able to create Opportunities and add Opportunity Products
- D- Experience Cloud and Service Cloud for Dealers to be able to request pricing through Cases and track Customer Cases

Answer:

A

Explanation:

Experience Cloud can provide dealers with a self-service portal to track opportunities and support cases, while Revenue Cloud (which includes Salesforce CPQ) can enable dealers to get custom pricing and generate quotes quickly. This combination meets all the outlined requirements, providing visibility into the sales process and support activities, as well as enabling efficient quoting. Salesforce's documentation on the capabilities of Experience Cloud and Revenue Cloud supports this recommendation.

Question 10

Question Type: MultipleChoice

Universal Containers (UC) wants to implement a Salesforce multi-cloud solution that includes CPQ, B2B Commerce, and Sales Cloud. UC wants to use as much of Salesforce's core capabilities as possible for its cart-to-quote customer journey. The order fulfillment process is managed separately in a third-party ERP.

Which two considerations should a Solution Architect keep in mind when thinking about data flows?

Select 2 answers

Options:

- A- Product and Pricing are set up with CPQ as the source of record.
- B- The source for the data feed to ERP is the CPQ Order object.
- C- All data points on products should be mapped and replicated between CPQ and B2B Commerce.
- D- Cart and Order record owners are mapped to Quote and Quote Line record owners.

Answer:

A, B

Explanation:

When considering data flows for the integration of CPQ, B2B Commerce, and Sales Cloud with an external ERP for order fulfillment, the Solution Architect should keep in mind:

A) Product and Pricing are set up with CPQ as the source of record. This ensures that the CPQ system manages all product and pricing data, which is essential for maintaining accurate and consistent information across platforms.

B) The source for the data feed to ERP is the CPQ Order object. Once the quote is finalized in CPQ and an order is created, that data should flow into the ERP for fulfillment, maintaining data integrity and process continuity.

These considerations are in line with Salesforce best practices for managing data across multiple systems, ensuring that each system utilizes its strengths and maintains data consistency.

Question 11

Question Type: MultipleChoice

Universal Containers (UC) is about to complete the first phase of its digital transformation with its new Lead to Invoice process that incorporates several clouds like Sales Cloud, Service Cloud, Revenue Cloud, Experience Cloud, and MuleSoft. UC is now creating a Center of Excellence and focusing on a purely Agile methodology for working on new releases. UC wants to understand some of the considerations around release planning.

What are two recommendations a Solution Architect should make to ensure UC's releases to production work within its release schedule and there are no delays in future releases?

Choose 2 answers

Options:

- A- Fix the scope of the sprint during release planning regardless of how long it takes.
- B- Create a regular sprint cadence across the different teams to demonstrate new functionality.
- C- Use the last sprint of the release to stabilize it and eliminate identified issues.
- D- Utilize the last sprint to include functionality that was missed from previous sprints.

Answer:

B, C

Explanation:

For UC's digital transformation and adoption of Agile methodology, ensuring smooth and timely releases is crucial. The recommended practices are:

B) Create a regular sprint cadence across the different teams to demonstrate new functionality. Establishing a consistent rhythm for sprints helps align team efforts, ensures regular progress reviews, and facilitates the integration of new features. It fosters collaboration and keeps the project on track.

C) Use the last sprint of the release to stabilize it and eliminate identified issues. Dedicating the final sprint to stabilization and issue resolution is a best practice in Agile methodologies. It allows the team to focus on quality assurance, performance testing, and user feedback, ensuring that the release is robust and meets user expectations.

Salesforce and Agile methodology guides, such as those found on Salesforce Trailhead and in Agile development literature, emphasize the importance of regular cadences and stabilization phases for successful project delivery and continuous improvement.



Question 12

Question Type: MultipleChoice

UC Foods, a manufacturing company, has multiple sales channels including a front-line Sales team and channel partners who are currently enabled on Sales Cloud as well as a Partner Community. The company wants to establish a new B2B Commerce portal to lower the cost of sales by enabling self-service capabilities to automate sales wherever possible. The executive sponsor is concerned that sales representatives might see the B2B channel as a threat to their ability to sell and, therefore, earn higher commissions.

Which two use cases should the Solution Architect highlight to help the executive sponsor better understand the appropriate role for B2B Commerce as it relates to existing sales channels?

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Options:

A- Highlight that the B2B portal is meant to tackle more routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts.

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C- Highlight that the B2B portal is meant to handle high-complexity sales that are ideal for automation, leaving the Sales team to handle less complex, higher-margin sales.

D- Highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone.

Answer:

A, D

Explanation:

Salesforce B2B Commerce is a solution that enables organizations to create ecommerce storefronts that are specifically designed for businesses making large volume purchases from other businesses online. B2B Commerce customers need easy online access to suppliers so they can buy products to run their businesses.

B2B Commerce makes business buying easy and individualized. It provides the ability to exceed expectations and hide business complexity for customers with features such as personal catalogs, accurate pricing, large orders, quick reorders, self-service account management, and more.

Therefore, a Solution Architect should highlight that the B2B portal is meant to tackle more routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts. This way, UC can lower the cost of sales by automating simple transactions and freeing up sales resources for higher-value opportunities.

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