



**Free Questions for B2C-Solution-Architect by
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Question 1

Question Type: MultipleChoice

Universal Containers (UC) is sending Invoice data from an external ERP system into their Salesforce org. Management is worried about data storage in their org, and after some analyses, they have identified the ERP Invoice records responsible for over 40% of the data storage. Their current business process does not require a Salesforce user to edit these records, so they can be read-only.

What recommendation should a Solution Architect make in order to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce?

Options:

- A- Use Change Data Capture to sync Invoice records
- B- Build a custom solution to view the ERP Invoice records in Salesforce
- C- Use Platform Events to sync Invoice record changes
- D- Use Salesforce Connect/External Objects (with custom Apex adapters)

Answer:

D

Explanation:

This answer is correct because it is a way to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce. Salesforce Connect/External Objects can be used to display external data in Salesforce without copying or storing it. Custom Apex adapters can be used to connect to any external system that has a web service API, such as an ERP system. Reference: https://help.salesforce.com/s/articleView?id=sf.datacloud_connect.htm&type=5 https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_connector_intro.htm

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) operates its website on B2C Commerce. NTO recently decided to update its Customer Service from a bespoke solution to Service Cloud.

NTO currently has around two million customer records in its B2C Commerce database that need to be migrated into Service Cloud.

What should a Solution Architect recommend to export all the customer data from B2C Commerce and import into Service Cloud without additional development?

Options:

- A- Export the data using B2C Commerce APIs, and import it into Salesforce using Data Loader.
- B- Export the data using B2C Commerce APIs, and import it into Salesforce using Data Import Wizard.
- C- Export the data using Business Manager, and import it into Salesforce using the Data Import Wizard.
- D- Export the data using Business Manager, and import it into Salesforce using Data Loader.

Answer:

D

Explanation:

This answer is correct because it is a way to export all the customer data from B2C Commerce and import into Service Cloud without additional development. Business Manager is a tool that allows B2C Commerce administrators to export customer data in CSV format. Data Loader is a tool that allows Salesforce administrators to import data from CSV files into Salesforce objects. Reference:
<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/BusinessManager/ExportingCustomerData.html>
https://developer.salesforce.com/docs/atlas.en-us.dataLoader.meta/dataLoader/data_loader.htm

Question 3

Question Type: MultipleChoice

A holding company owns and operates a large number of brands internationally. They are interested in migrating to a Salesforce multi-cloud solution to optimize IT spending across the brands. The brands would like to operate B2C Commerce sites supported by Service Cloud for their agents, and use Marketing Cloud to drive consumer engagement.

Given that the company has operations and customers in multiple countries around the world, which two recommendations should a Solution Architect make to ensure that customer experiences are compliant with all domestic and international regulations related to data privacy and security?

Choose 2 answers

Options:

- A-** Use a Service Cloud instance in every market in which they operate to ensure that data residency requirements are fulfilled.
- B-** When implementing an B2C Commerce storefront, consider providing shoppers a mechanism to download their data.
- C-** Consider implementing Customer Data Platform (CDP) to ensure compliance with data protection laws.
- D-** Consider implementing enhanced transaction security to apply appropriate actions to monitor and control Service Cloud user activity.

Answer:

B, C

Explanation:

These answers are correct because they are recommendations that can help ensure that customer experiences are compliant with all domestic and international regulations related to data privacy and security. Providing shoppers a mechanism to download their data can help comply with the right to access and portability under GDPR and other laws. Implementing Customer Data Platform (CDP) can help comply with data protection laws by providing tools to manage consent, preferences, and identity resolution across multiple channels and touchpoints. Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_gdpr.htm&type=5
<https://www.salesforce.com/products/customer-data-platform/overview/>

Question 4

Question Type: MultipleChoice

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?

Options:

A- Remote Process Invocation

- B- Salesforce Connect
- C- Streaming API
- D- Batch Data Synchronization

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. Reference: https://help.salesforce.com/s/articleView?id=sf.datacloud_connect.htm&type=5

Question 5

Question Type: MultipleChoice

Universal Containers (UC) uses B2C Commerce, Marketing Cloud, and Salesforce OMS for their online sales capabilities. Given recent logistics constraints and challenges, many customers are asking UC for the ability to make their purchases online but pick them up at a

local store or location (BOPIS).

Which consideration should a Solution Architect keep in mind when designing a solution for UC that would allow for this functionality?

Options:

- A- Manage inventory data inside of Salesforce OMS so it is easier to parse by store.
- B- Manage B2C Commerce geolocation data for stores on an order by order basis.
- C- Manage inventory data inside of B2C Commerce so it is easier to parse by store.
- D- Marketing Cloud Mobile Push is required for this solution and must be enabled.

Answer:

C

Explanation:

This answer is correct because managing inventory data inside of B2C Commerce makes it easier to parse by store and enable buy online pick up in store (BOPIS) functionality. B2C Commerce can store inventory information for multiple locations and provide real-time availability information to customers and service agents. B2C Commerce can also integrate with Salesforce OMS to manage order fulfillment and payment processing for BOPIS orders. Reference:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_oms_integration.htm&type=5

Question 6

Question Type: MultipleChoice

A company wants to use the Satesforce Platform to enable personalized I-I marketing, an online ordering platform, and a customer-centric support solution for their service agents. The goal of the company is to provide an end-to-end customer centric and personalized experience.

What is an example artifact that can be used to ensure the company understands the systems involved in the solution'

Options:

- A- Journey map
- B- Product backlog
- C- Reference architecture
- D- Storefront wireframes

Answer:

C

Explanation:

This answer is correct because a reference architecture is an example artifact that can be used to ensure the company understands the systems involved in the solution. A reference architecture provides a high-level overview of the components, integrations, and interactions of the solution, which can help the company visualize how the solution will work and what systems are required. Reference: <https://architect.salesforce.com/diagrams/framework/reference-architecture>

Question 7

Question Type: MultipleChoice

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

What data should be maintained within Experience Cloud as the primary system?

Options:

A- Core profile data (name, email)

- B- Shipping address
- C- Payment methods
- D- Communication preferences

Answer:

A

Explanation:

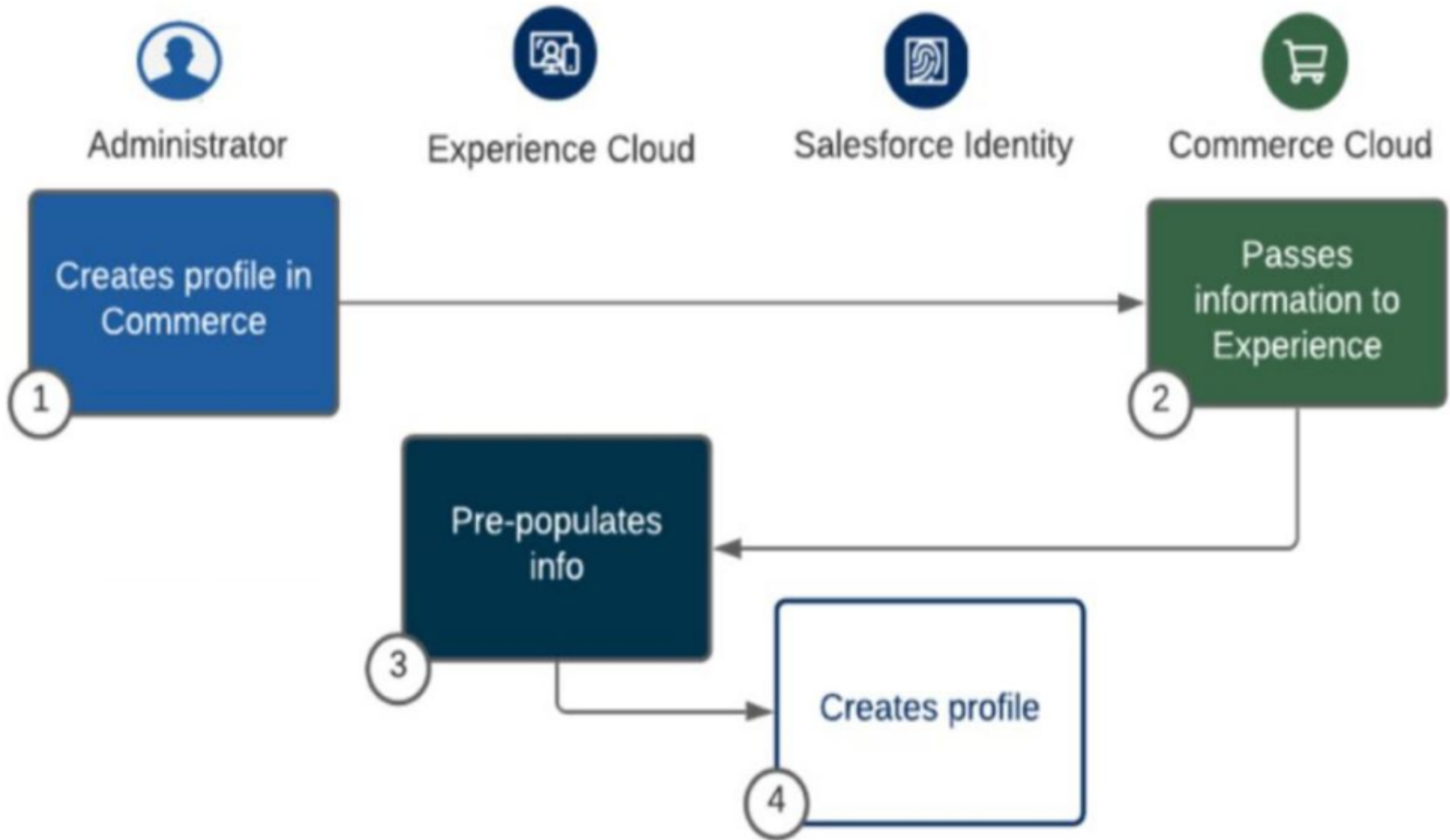
This answer is correct because core profile data (name, email) should be maintained within Experience Cloud as the primary system when using communities as an identity provider (IDP) for commerce. This ensures that customers have a consistent identity across both platforms and can access self-service support features in communities. Reference:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

Question 8

Question Type: MultipleChoice

Refer to the image below:



A 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 portal. They are going to implement B2C Commerce, Experience Cloud, and Salesforce Identity.

After reviewing the workflow, which system should a Solution Architect recommend to use as a primary authentication method while attempting to minimize migration of customer profile data?

Options:

- A- Salesforce Core Platform/Identity
- B- Salesforce CDP
- C- Salesforce Marketing Cloud
- D- Salesforce B2C Commerce

Answer:

A

Explanation:

This answer is correct because it minimizes the migration of customer profile data by using Salesforce Identity as the primary authentication method. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can store customer profile data in a single place. This reduces the need to duplicate or sync customer data across multiple systems. Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

Question 9

Question Type: MultipleChoice

As part of a digital transformation initiative. Universal Containers (UC) wants to start a new project to implement Salesforce Platform, Marketing Cloud, and B2C Commerce. They have mapped the requirements and captured the user stories, including non-functional requirements. Almost all requirements touch all three clouds.

UC wants to go-live with all functionality in three years, but the executive team would like to see the benefits and return on investment sooner than that.

What should the Solution Architect recommend in order to align with the executive team's request?

Options:

- A-** Build and test the functionality across all clouds at once and deploy to production at the end of the three years.
- B-** Go-live with Sales and Service cloud functionality first, followed by Marketing Cloud, and then B2C Commerce.
- C-** Reduce the overall timeline by removing most non-functional requirements around reliability and performance.
- D-** A multi-phased approach with functionality across all clouds delivered to production in each phase.

Answer:

D

Explanation:

This answer is correct because it aligns with the executive team's request to see the benefits and return on investment sooner than three years. A multi-phased approach allows for incremental delivery of functionality across all clouds, which can provide value to the business and customers faster and more frequently. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process>

Question 10

Question Type: MultipleChoice

A company wants to integrate B2C Commerce and Service Cloud with Order Management so that customers who are shopping online can receive support from service agents during returns, exchanges, and payments. The company wants to send order and transaction information to Service Cloud so that agents have the most up-to-date information when providing service to customers.

What capabilities of a B2C Commerce and Service Cloud integration can a service agent benefit from most?

Options:

- A- Service agents leverage order cancellation but only with custom development.
- B- Service agents leverage products, catalog, and inventory information directly in Service Cloud.
- C- Service agents leverage order line items, shipment, and payment information in Service Cloud.
- D- Service agents leverage the entire case history inside of B2C Commerce.

Answer:

C

Explanation:

This answer is correct because it describes the capabilities of a B2C Commerce and Service Cloud integration with Order Management that can benefit service agents most. By sending order and transaction information to Service Cloud, service agents can have a complete view of the customer's order history, status, and payment details, which can help them provide better service during returns, exchanges, and payments. Reference:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

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