

B2C-SOLUTION-ARCHITECT^{Q&As}

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QUESTION 1

A company is in the process of defining the right systems to deliver key capabilities for its B2C business. The company has about 2 million customers, each placing an average of 100 orders each year through its existing B2C Commerce platform.

The company needs a system that can:

1.
Deliver a full list of all customer orders throughout their engagement lifetime
2.
Provide lifetime engagement tracking and history of the customer
3.
Calculate the lifetime value of customers based on their orders

Which three systems should a Solution Architect recommend to meet the company's requirements?

Choose 3 answers

- A. Salesforce Order Management
- B. Service Cloud
- C. Sales Cloud
- D. Marketing Cloud
- E. Heroku

Correct Answer: ABD

These answers are correct because they are systems that can meet the company's requirements for delivering a full list of all customer orders throughout their engagement lifetime, providing lifetime engagement tracking and history of the customer, and calculating the lifetime value of customers based on their orders. Salesforce Order Management can manage order lifecycle from capture to fulfillment across multiple channels. Service Cloud can provide a complete view of customer interactions across sales, service, marketing, and commerce. Marketing Cloud can track customer engagement across email, mobile, social, web, and more. CRM Analytics can provide insights into customer lifetime value based on order data and engagement history. References:

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

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.icx_b2c_crosscloudengagement_connectors.htm&language=en_US&type=5

<https://www.salesforce.com/products/marketing-cloud/what-is-marketing-cloud/>

QUESTION 2

At Universal Containers, each admin and developer use a separate developer pro sandbox. Configuration and code are then migrated to a partial data sandbox for combination and initial testing. Once approved the configuration and code are then migrated to a full copy sandbox for final load and regression testing before going to production.

when should the full copy sandbox be refreshed?

- A. After each push from the partial data sandbox.
- B. After user acceptance testing is complete.
- C. After each major release to production.
- D. After a new user is added to production.

Correct Answer: C

This answer is correct because it is a recommended time to refresh the full copy sandbox. Refreshing the full copy sandbox after each major release to production can help ensure that the sandbox has the most updated data and metadata

from production, which can facilitate testing and development activities. Refreshing the full copy sandbox too frequently can be costly and time-consuming, as it consumes a lot of storage space and requires data masking or anonymization.

References:

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

QUESTION 3

A financial company uses an external system for pricing and quotation.

What is the recommended approach to use the pricing and discount rules in the external system within Salesforce during the loan application process?

- A. Rebuild the logic used in the external system using Apex.
- B. Use the API callout component in Process Builder to retrieve the latest information from the external system during the loan application process.
- C. Use an external object to store pricing and discount information.
- D. Use the Apex callout to retrieve the latest information from the external system during the loan application process.

Correct Answer: D

This option allows you to use Apex code to make HTTP requests and receive HTTP responses from an external system, such as a pricing and quotation service. You can use the `@future(callout=true)` annotation to make asynchronous callouts from Apex triggers or invocable methods. The other options are either not feasible or not optimal for this use case.

QUESTION 4

Northern Trail Outfitters is migrating away from legacy system and is currently implementing Service Cloud, Marketing Cloud, and B2C Commerce to support their growing business needs. The business has asked a Solution Architect to propose a cross- cloud data mapping design that makes use of the strengths of each platform.

Which two recommendations should a Solution Architect include to the design?

Choose 2 answers

- A. Document the data type and size constraints in each system to ensure entities are mapped correctly.
- B. Use an integration tool so there is no need to consider data mapping as part of the design.
- C. Map B2C Commerce profile to Salesforce Platform Contact and to Marketing Cloud Contact.
- D. Ensure that the legacy systems data model is mapped and implemented as-is without any modifications to minimize data migration complexity.

Correct Answer: AC

Documenting the data type and size constraints in each system is important to ensure that the entities are mapped correctly and that no data is lost or corrupted during the integration process. Mapping B2C Commerce profile to Salesforce

Platform Contact and to Marketing Cloud Contact is a best practice for cross-cloud data mapping design, as it allows for a consistent view of the customer across all platforms and enables cross-channel marketing and service capabilities.

QUESTION 5

A merchant has implemented a custom solution on B2C Commerce, exposing a configurable outdoor table composed of multiple, different SKUs representing the table top, legs, hardware, cover, and optional extended warranty.

On the B2C Commerce storefront, customers can select from any in-stock options for each of the components to create their perfect table before check-out. Although the final product is presented to the customer as one table, inventory is tracked at the component level, and all of the component SKUs must be sent to the Order Management System in the resulting commerce order.

Which two solutions would allow the merchant to make this custom product experience available in Service Cloud to support the customer service rep purchasing and feature review? Choose 2 answers

- A. Create a custom Open Commerce API (OCAPI) endpoint on B2C Commerce to expose the custom product options and component availability in real time to support a custom experience in Service Cloud.
- B. Create a custom B2C Commerce job to export custom product component data on a nightly basis and import into Service Cloud to support a custom experience.
- C. Use hooks to extend the existing Open Commerce API (OCAPI) product endpoint with additional information about the custom product options and component availability in real time to support a custom experience in Service Cloud.
- D. Use Customer Service Representative (CSR) Order on Behalf Of to access the existing B2C Commerce storefront as a CSR acting on behalf of a customer when making purchases or reviewing custom products.

Correct Answer: CD

C. Hooks are a way to extend the existing OCAPI endpoints with custom logic and data. By using hooks, the merchant can add additional information about the custom product options and component availability to the OCAPI product endpoint, which can be consumed by Service Cloud to display the custom product experience. D. CSR Order on Behalf Of is a feature that allows a CSR to access the existing B2C Commerce storefront as a customer and perform actions on their behalf, such as making purchases or reviewing custom products. This feature can be enabled in Service Cloud using the Commerce Cloud Connector. References:

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OCAPI/current/usage/Hooks.html>

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/CSR/CSRorderonbehalfof.html>

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