Salesforce B2C Solution Architect

SALESFORCE B2C SOLUTION ARCHITECT CERTIFICATION QUESTIONS & ANSWERS

Exam Summary – Syllabus – Questions

B2C SOLUTION ARCHITECT

Salesforce Certified B2C Solution Architect
60 Questions Exam – 63% Cut Score – Duration of 120 minutes

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Know Your B2C Solution Architect Certification Well:

The B2C Solution Architect is best suitable for candidates who want to gain knowledge in the Salesforce Solution Architect. Before you start your B2C Solution Architect preparation you may struggle to get all the crucial B2C Solution Architect materials like B2C Solution Architect syllabus, sample questions, study guide.

But don't worry the B2C Solution Architect PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-

- What is in the B2C Solution Architect syllabus?
- How many questions are there in the B2C Solution Architect exam?
- Which Practice test would help me to pass the B2C Solution Architect exam at the first attempt?

Passing the B2C Solution Architect exam makes you Salesforce Certified B2C Solution Architect. Having the B2C Solution Architect certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

Salesforce B2C Solution Architect Certification Details:

Exam Name	Salesforce B2C Solution Architect
Exam Code	B2C Solution Architect
Exam Price	Registration fee: USD 400 Retake fee: USD 200
Duration	120 minutes
Number of Questions	60
Passing Score	63%
Recommended Training / Books	**Study for the B2C Solution Architect Certification Trail** **B2C Solution Architect Certification Trailmix**
Schedule Exam	**Kryterion Webassessor**
Sample Questions	**Salesforce B2C Solution Architect Sample Questions**
Recommended Practice	**Salesforce Certified B2C Solution Architect Practice Test**

B2C Solution Architect Syllabus:

Section	Objectives	Weight
Discovery and Customer Success	- Given a scenario, determine how to facilitate a successful customer engagement (agenda, plan, gather requirements, document, and design). - Given a set of business requirements and the understanding of standard Salesforce product capabilities, explain the reasoning and considerations to use a certain product. - Given a scenario with a B2C architecture, validate that the associated systems of record, key objects, and risks have been captured and explained. - Given a set of requirements, recommend the implementation approach and associated relative effort. - Given a scenario, articulate dev-ops lifecycle and governance required in a multi-cloud environment to achieve change management goals	27%
Functional Capabilities and Business Value	- Given a set of customer requirements, recommend suitable B2C products and solution approach to demonstrate a customer process which includes marketing, purchase, service and loyalty - Given a set of customer requirements for post-purchase activities in a multi-cloud solution, demonstrate how the customer experience can be achieved by leveraging Salesforce B2C products.	7%
Architecture Design	- Given the understanding of retail solution architecture and integrations, illustrate how Salesforce products interact with each other and third-party systems to support consumer commerce journeys. - Given a use case, analyze business processes and propose a customer experience solution that generates business value that meets expectations. - Given a use case, recommend a multi-cloud strategy and implementation approach to create custom personalized experiences that utilize the power of the Customer Data Platform. - Given data security and residency requirements, recommend an appropriate solution and describe how the solution's considerations can impact implementation.	18%

Section	Objectives	Weight
Data Models and Management	- Given the Salesforce supported standard object definitions for Commerce objects (profile, orders, products), articulate how key business entities relate between systems of record and systems of engagement. - Given a set of business objectives and priorities, recommend an appropriate sequence for system integration, data exchanges, and process updates to satisfy known requirements, with recommendations and potential impact to overall program delivery. - Given a set of customer requirements, articulate the privacy management features across multiple clouds, when to consider a custom solution vs using OOTB features. - Given a scenario, identify appropriate systems of record and describe how you would extend the standard data model for high volume processing, articulate system limitations, and recommend preferred methods for integration between various data formats. - Given a scenario that requires knowledge of common data migration strategies and standard Salesforce data migration tools, demonstrate best practices on how to transfer data between products and development environments.	**25%**
Integration	- Given a set of customer requirements, recommend an appropriate design and approach for a multi-cloud integration, understanding the out-of-the-box features, system limitations, and when custom integration is required. - Given business requirements and use cases, recommend appropriate integration patterns based on data volume, latency, and system limitations. - Given a B2C use case, recommend features and approaches that ensure security for both customers and internal business users while complying with regional and local legal requirements. - Understand the recommended methods on how to integrate systems to Service Cloud, B2C Commerce, and Marketing Cloud environments using APIs and protocols that support various integration design patterns.	**23%**

Salesforce B2C Solution Architect Sample Questions:

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 itsends out emails.

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

Choose 2 answers

a) Implement the Marketing Cloud Connector to ensure the unsubscribe data is synced from Sales Cloud.
b) Use the out-of-the-box preference center in Marketing Cloud.
c) Create a custom preference center that updates the records in Sales Cloud.
d) Create a Journey activity to update the records in Sales Cloud.

Answer: a, b

A company wants to integrate B2C Commerce and Marketing Cloud so that customers shopping onlinecan be segmented for marketing campaigns like Abandoned Cart and Post Purchase Journeys. Which two actions are needed to enable an Abandoned Cart Journey?

a) Integrate product, order, and customer data feeds into Marketing Cloud DataExtensions
b) Integrate product, order, and customer data feeds into Service Cloud objects
c) Use Mulesoft to bring order and customer data feeds from B2C Commerce to Marketing Cloud
d) Implement the Marketing Cloud coilect.js through the storefront by using the Connector's reference implementation

Answer: c, d

How can a multi-cloud strategy and implementation approach be used to create custom personalized experiences that utilize the power of the Customer Data Platform?

a) By using Salesforce Marketing Cloud for email campaigns
b) By using Salesforce Commerce Cloud for purchasing and service
c) By using Salesforce Service Cloud for customer support
d) By integrating multiple Salesforce clouds and third-party systems to collect, analyze and act on customer data.

Answer: d

Question: 4

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; Service Cloud for creation of coupon codes; B2C Commerce to send abandoned cart emails; Tableau CRM to track email opens and forwards.

c) 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.

d) 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.

Answer: c

Question: 5

What is the purpose of gathering requirements in customer engagement?

a) To design the solution
b) To document the plan
c) To identify the customer's needs
d) To create an agenda

Answer: c

Question: 6

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) 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.

b) Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.

c) Migrate the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID.

d) 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

Answer: c, d

Question: 7

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) Enable ESB to publish to the platform event using the CometD protocol and notify the back-end ERP system to create the order synchronously.
b) 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.
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: a, d

Question: 8

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?

a) Customer
b) Contact
c) Profile
d) Orders

Answer: a, d

Question: 9

An organization chosea 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 ensurethat 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 .ess 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 .ess file from the organization's webserver and upload it to the self-service portal.

Answer: d

When considering standard Salesforce product capabilities, what should you keep in mind when selecting a product?

a) The business requirements
b) The popularity of the product
c) The cost of the product
d) The product's brand reputation

Answer: a

Study Guide to Crack Salesforce B2C Solution Architect Exam:

- Getting details of the B2C Solution Architect syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the B2C Solution Architect exam.

- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.

- Joining the Salesforce provided training for B2C Solution Architect exam could be of much help. If there is specific training for the exam, you can discover it from the link above.

- Read from the B2C Solution Architect sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.

- Practicing on B2C Solution Architect practice tests is must. Continuous practice will make you an expert in all syllabus areas.

Reliable Online Practice Test for B2C Solution Architect Certification

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