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Exam : B2C Solution Architect

Title : Salesforce Certified B2C Solution Architect

Version : DEMO

1.A financial services firm with many high net-worth individuals Is about to implement Service Cloud, Marketing Cloud, and Salesforce Platform. Given the nature of the individuals, they are often required to adhere to financial regulations and civil procedures in regards to their data. This often requires restricting their data processing.
Given that requirement, what are three considerations the financial services firm should be aware of when limiting data processing across these clouds? Choose 3 answers
A. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact
B. Consider deleting all of the customer data in order to adhere to the requirements.
C. Restricting data within Service Cloud requires contacting a Service Cloud account representative.
D. Export relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data.
E. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative.
Answer: A,D,E
Explanation:
These are three considerations that the financial services firm should be aware of when limiting data processing across these clouds. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact, as deleting a restricted contact will result in an error message. Exporting relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data is a best practice for complying with data requests or regulations. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative, as this feature is not available in the user interface.

2.Northern Trail Outfitters (NTO) is beginning an implementation of B2C Commerce, Service Cloud, and Marketing Cloud from legacy applications. NTO's Data Management team is working on a data migration strategy and has to consider the complexity of the systems involved.
What should Marketing Cloud be the single source of truth of in this multi-cloud scenario'5
A. Individuals attributes such as name, address, birthday, and email
B. Customer journey flow
C. Order history
D. Customer product affinity
Answer: B
Explanation:
Marketing Cloud should be the single source of truth for customer journey flow, which is the sequence of interactions that a customer has with a brand across different channels and touchpoints. Marketing Cloud can help design, execute, and optimize customer journeys using Journey Builder, which can leverage data from other systems, such as B2C Commerce or Service Cloud, to trigger or personalize journeys.
References: https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_builder.htm&type=5

3.A company actively uses CI/CD processes for its Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to its architecture. Under the current setup, each developer has their own developer sandbox. Developers merge their changes into a sandbox for QA regularly, and then once every week, changes are moved to staging, then from staging to production

instances.
Which setup should a Solution Architect propose to support this development approach considering costs and data segregation?
A. Set up one Marketing Cloud instance for production, and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes.
B. Set up one Marketing Cloud instance with a business unit for production and one business unit for testing which is connected to all Service Cloud sandboxes.
C. Set up one Marketing Cloud instance for each sandbox in Service Cloud in order to guarantee data segregation.
D. Set up one Marketing Cloud instance to use with sandboxes for testing and replicate all changes to production.
Answer: A
Explanation:
A Marketing Cloud sandbox is a separate instance that can be used for testing and development purposes. It can be connected to multiple Service Cloud sandboxes using Marketing Cloud Connect. This setup allows data segregation and cost efficiency, as opposed to creating multiple Marketing Cloud instances or business units.
References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_sandbox.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_connect_multiple_salesforce_orgs.htm&type=5

4.During discovery conversations an organization notes that they want to create a custom survey around their customer's preferences to help improve product recommendations, marketing journeys, and customer service upsell opportunities. They want to house the survey responses in their Salesforce ecosystem so they can run reports. They plan on having two teams manage the survey and change questions twice a year.
Which three questions should a Solution Architect ask to ensure they understand the requirements well enough to design an appropriate multi-cloud solution? Choose 3 answers
A. Will the teams need the ability to change designs?
B. Does the team need front-end development capabilities?
C. How many survey responses would you anticipate in a peak 24-hour period?
D. Will you ever have more than nine possible answers for a survey question?
E. How often do you update surveys?
Answer: A,C,E
Explanation:
➾ Option A is correct because the ability to change designs may affect the choice of survey tools and platforms, as well as the level of customization and maintenance required.
➾ Option C is correct because the volume of survey responses may impact the performance, scalability, and reliability of the survey solution, as well as the data storage and integration requirements.
➾ Option E is correct because the frequency of updating surveys may influence the design and governance of the survey solution, as well as the change management and testing processes.
➾ Option B is incorrect because front-end development capabilities are not relevant to the survey requirements, but rather to the implementation details and skills of the team.
➾ Option D is incorrect because the number of possible answers for a survey question is not a critical

factor for designing a multi-cloud solution, but rather a minor detail that can be easily accommodated by most survey tools.
References:
- Certification - B2C Solution Architect - Trailhead
- Study for the B2C Solution Architect Certification | Salesforce - Trailhead
- B2C Solution Architect Certification Guide | Salesforce Ben

5.Which two considerations should the Solution Architect keep in mind while designing the solution for OOBO? Choose 2 answers
A. Every REST call between B2C Commerce and Service Cloud counts towards API governor limits.
B. The OOBO shopping experience requires that Salesforce service agent users authenticate against the B2C Commerce environment before creating the shopping session.
C. Middleware, like Mulesoft, must be used to ensure the security and uptime of the integration between B2C Commerce and Service Cloud.
D. The Service Agent cannot order on behalf of the customer if the customer is offline.
Answer: A,B
Explanation:
The REST calls between B2C Commerce and Service Cloud are subject to API governor limits, which can affect the performance and availability of the integration. The service agent users need to have B2C Commerce permissions and access keys to log in and place orders on behalf of registered storefront shoppers.