Salesforce

Exam Questions B2C-Solution-Architect

Salesforce Certified B2C Solution Architect (SP21)

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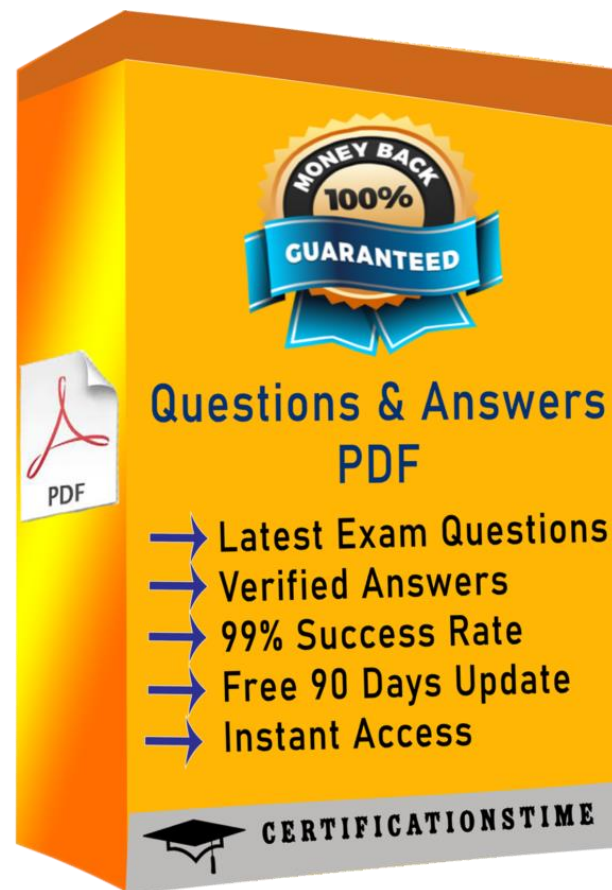
QUESTION 1

A company had strong new-customer growth for the year but has noticed that lifetime value has been declining. They want to run automated re-engagement campaigns with customers who made purchases in the last 24 months but are unsure of where to start. They have Service Cloud, Marketing Cloud, and B2C
Commerce implemented and recently began using Tableau CRM (formerly Einstein Analytics).
Which two recommendations should a Solutio the automated campaign? Choose 2 answers
A. Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder
B. Use SMS as a channel due to its significantly higher engagement rate as compared to email
C. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
D. Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months
Correct Answer: A,B

QUESTION 2

A Solution Architect is working on a project that will use Service Cloud and Marketing Cloud. The company is concerned about its service agents' productivity, since they will sometimes also require access to Marketing Cloud. The company wants the Solution Architect to implement a solution that lets agents authenticate and access all systems with the least possible clicks. The company wants agents to confirm their identity using multi-factor authentication (MFA) upon logging in to either system.
Which three activities does the Solution Architect need to complete in order to meet the company's requirements?
Choose 3 answers
A. Enable SSO on both Service Cloud and Marketing Cloud.
B. Define which system is acting as an identity provider (IDP).
C. Configure Marketing Cloud Connect,
D. Enable Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP)
E. Enable MFA on the identity provider (IDP).
Correct Answer: A,C,E

QUESTION 3

A company is using both Service Cloud and B2C Commerce but they are not using Mulesoft or any other integration middleware and do not plan on adding that in the near future. However, there is a need to keep customer records in sync across both Service Cloud and B2C Commerce. When a change to the customer record in Service Cloud takes place, such as an updated customer name, the same customer record should be updated in B2C Commerce. Assume that there is a common ID that uniquely identifies the customer across the two systems. How should a Solution Architect deliver the desired functionality?
A. Send a platform event from Service Cloud and subscribe to the platform event in B2C Commerce using the built-in functionality
B. Develop a custom solution in Service Cloud to consume and communicate with B2C Commerce
APIs
C. Send an Outbound Message from Service Cloud and catch and handle the Outbound Message using the B2C Commerce APIs
D. Use change data capture to send a message from Service Cloud and catch and handle the message using B2C Commerce Service Cloud Connector
Correct Answer: A

QUESTION 4

An insurance company needs the ability to relate contacts to their workplace to track which services are paid by the employee benefits. Contacts receive emails to notify them of new policy offerings. Agents also need to relate adults in the same household who share access to financial resources and policy information to sign them up for the right policies. Adjusters need the ability to see and respond to claims from anyone in the household. Independent agents need daily access to customer data as well. Customers also need periodic access to claims and policy information for their household. The company also wants to track what data searches are performed by agents and adjusters on the platform to analyze their work.
Which products should a Solution Architect recommend in addition to Insurance for Financial Services and
Experience Cloud to meet these needs?
A. Shield and Event Monitoring Analytics App, Pardot
B. Digital Engagement, Shield with Splunk, Social Engagement Studio
C. REST API Event Monitoring and Tableau CRM, Marketing Engagement Studio
D. Salesforce Field Service, Shield Encryption at rest. Digital Engagement
Correct Answer: A

QUESTION 5

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?

Correct Answer: C,D

QUESTION 6

Refer to the exhibit.

A company plans to adopt Salesforce for a number of their needs, including an internal CRM, a public B2C Commerce storefront with order management functionality, and an extensible API framework to integrate with other systems, as well as marketing automation. The overall system landscape of the proposed solution is shown above.

Which three considerations are important for this scenario? Choose 3 answers

A. The Salesforce Platform can be used for customer master and consent management, or it can Integrate with a thirdparty Master Data Management system.

B. Tableau requires MuleSoft in order to access data outside of the Salesforce Platform.

C. Order Management System (OMS) is a B2C Commerce product but it does not run natively on the core Salesforce Platform.

D. Salesforce products, including Sales Cloud, Service Cloud, Experience Cloud, and Order Management System

(OMS) run on the same physical platform and share a common data model.

E. Marketing Cloud enables personalization, journey orchestration, and cross-channel messaging.

Correct Answer: BDE

QUESTION 7

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across all three products. The company has one B2C Commerce realm serving two storefronts, a Salesforce org, and a Marketing Cloud instance with a single business unit that leverages email address as a subscriber key. None of these Salesforce Clouds are integrated. The company is also interested in integrating with Customer 360

Data Manager.

Which two Marketing Cloud implementation recommendations should a Solution Architect present to the company to adjust their architecture to adhere to Salesforce multi-cloud integration best practices?

Choose 2 answers

A. Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.

B. Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.

C. Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices.

D. B2C Commerce should integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C

Commerce customer registers or places an order via the storefront.

Correct Answer: CD

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