

Salesforce B2C Solution Architect Study Guide PDF

GRAB THE SALESFORCE B2C SOLUTION ARCHITECT CERTIFICATION PDF
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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Get an Overview of the B2C Solution Architect Certification:

Who should take the [B2C Solution Architect exam](#)? This is the first question that comes to a candidate's mind when preparing for the B2C Solution Architect certification. The B2C Solution Architect certification is suitable for candidates who are keen to earn knowledge on the Salesforce Solution Architect and grab their Salesforce Certified B2C Solution Architect. When it is about starting the preparation, most candidates get confused regarding the study materials and study approach. But B2C Solution Architect study guide PDF is here to solve the problem. B2C Solution Architect PDF combines some effective sample questions and offers valuable tips to pass the exam with ease.

Why Should You Earn the Salesforce B2C Solution Architect Certification?

There are several reasons why one should grab the B2C Solution Architect certification.

- The B2C Solution Architect certification proves to be one of the most recognized certifications.
- The certification badge proves the knowledge of the candidate regarding subject matters and makes his resume presentable to potential candidates.
- Thus earning the [Salesforce Certified B2C Solution Architect](#) is a powerful qualification for a prosperous career.

What Is the Salesforce B2C Solution Architect Certification Exam Structure?

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

Enhance Knowledge with B2C Solution Architect Sample Questions:

Question: 1

An organization chose a 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 ensure that this requirement is met?

- Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
- Set the value of the Portal Theme URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
- Copy any relevant .ess code from the organization's website and paste it into the pages for the self-service portal in Page Builder.
- Make a copy of the appropriate .ess file from the organization's webserver and upload it to the self-service portal.

Answer: d

Question: 2

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 it sends out emails.

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

Choose 2 answers

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

Answer: a, b

Question: 3

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: 4

A company wants to integrate B2C Commerce and Marketing Cloud so that customers shopping online can 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 collect.js through the storefront by using the Connector's reference implementation

Answer: c, d

Question: 5

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: 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

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: 8

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: 9

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: 10

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

What Study Guide Works Best in Acing the Salesforce B2C Solution Architect Certification?

The B2C Solution Architect study guide is a combination of some proven study tips and the combination of all valuable study materials like sample questions, syllabus and practice tests in one place.

Explore the Syllabus Topics and Learn from the Core:

If you are determined to earn success in the B2C Solution Architect exam, getting in full touch of the [syllabus](#) is mandatory. During preparation, you might not like all syllabus sections or topics, but try to get at least the fundamental knowledge from the sections you don't like. The more you possess knowledge on all syllabus sections, the more is the chance to attempt maximum number of questions during the actual exam.

Make Your Schedule:

Studying and completing the syllabus becomes easier, if you work on the syllabus topics after making a schedule. Your syllabus must mention what areas you want to cover and within what time. Once you make a schedule and

follow it regularly, syllabus completion becomes easier and preparation becomes smoother.

Get Expert Advice from the Training:

Do not forget to join the Salesforce B2C Solution Architect training if it is providing any. Training enhances the practical knowledge of a candidate, which helps them to work well in the practical field during projects.

Get Access to the PDF Sample Questions:

If your study material is in a [PDF format](#) or the materials are mobile-friendly, what could be better than that? Get access to the free sample questions and keep enhancing your knowledge beyond the syllabus.

Avoid Dumps and Utilize the Salesforce B2C Solution Architect Practice Test:

Why should you rely on practice tests? The reason is simple: you must get familiar with the exam pattern before reaching the exam hall. An aspirant aware of the exam structure and time management during the exam preparation can perform well in the actual exam and attempt the maximum number of questions during the exam.

Many aspirants prefer to read from dumps, but they miss out on the self assessment method. Therefore, B2C Solution Architect practice tests always stand out to be the better choice than dumps PDF.

Avail the Proven B2C Solution Architect Practice Test for Success!!!

Do you want to pass the B2C Solution Architect exam on your first attempt? Stop worrying; we, VMExam.com are here to provide you the best experience during your Salesforce B2C Solution Architect preparation. Try out our free mock tests to get a glimpse of our quality study materials, and build your confidence with the premium [B2C Solution Architect practice tests](#). Our expert-designed questions help you to improve performance and pass the exam on your first attempt.