Salesforce

Arch-302

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Question: 1

A company is beginning a multi-cloud implementation involving B2C Commerce and Service Cloud. The company wants to trace configuration and code changes as much as possible and ensure basic standards for code quality.
Which three options should a Solution Architect recommend to help the company with this goal?
Choose 3 answers

A. GIT Repository
B. Static Code Analysis tools
C. CI/CD Pipelines
D. Smoke testing
E. Salesforce DX

Answer: A B C

Explanation:
A GIT repository is a version control system that allows developers to track changes in code and collaborate on projects. A GIT repository can help with tracing configuration and code changes across different environments and branches. Static code analysis tools are software tools that analyze source code or compiled versions of code to find potential errors, bugs, vulnerabilities, or quality issues. Static code analysis tools can help with ensuring basic standards for code quality and security. CI/CD pipelines are automated workflows that enable developers to integrate code changes into a shared repository and deliver them to production environments with speed and reliability. CI/CD pipelines can help with testing, deploying, and monitoring configuration and code changes across different environments. Smoke testing is a type of software testing that verifies the basic functionality of an application or system after deployment. Smoke testing can help with ensuring the stability and performance of configuration and code changes, but it does not trace or enforce them. Salesforce DX is a set of tools and features that enable developers to build applications on the Salesforce Platform using an org development model or a package development model. Salesforce DX can help with managing configuration and code changes across different environments, but it is not specific to multi-cloud implementations. Reference:
https://git-scm.com/book/en/v2/Getting-Started-About-Version-Control
https://www.perforce.com/blog/qac/what-static-code-analysis
https://www.redhat.com/en/topics/devops/what-is-ci-cd
https://www.guru99.com/smoke-testing.html
https://developer.salesforce.com/platform/dx

Question: 2

A company is In the process of defining the authoritative system for key data entitles Involved In B2C journeys. The company has about 200.000 customers, each averaging 30 orders per year. Which two systems are considered an authoritative system for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email?
Choose 2 answers

A. B2C Commerce
B. Service Cloud
C. Experience Cloud
D. Marketing Cloud

Answer: B D

Explanation:
Service Cloud and Marketing Cloud are considered authoritative systems for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email. Service Cloud is the system of record for customer service interactions and case management, and it can store customer consent and preferences for different channels and purposes. Marketing Cloud is the system of record for customer engagement and marketing campaigns, and it can store customer consent and preferences for email, SMS, push notifications, and other channels. B2C Commerce is not an authoritative system for consent and compliance preferences, as it does not store them natively. It can store some primary person attributes such as name, address, phone, and email, but they may not be the most up-to-date or accurate. Experience Cloud is not an authoritative system for consent and compliance preferences, as it relies on other systems to store them. It can store some primary person attributes such as name, email, and birthday, but they may not be the most up-to-date or accurate. Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_best_practices.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_considerations.htm&type=5

Question: 3

A company uses Service Cloud and B2C Commerce and now wants to enable the 'Order on Behalf of functionality on its storefront. The customers using the storefront are Person and Household accounts.
Which three design and architecture considerations should a Solution Architect follow to ensure that the 'Order on Behalf of functionality works well for all the designated storefront customers?

Choose 3 answers

A. Verify that the permissions used are Login_On_Behalf, Login_Agent, and
Create_Order_On_Behalf_Of business manager functional permissions.
B. The Order on Behalf of feature in the Service to B2C Commerce Connector only supports
person accounts as a customer model by default.
C. Default user is required for anonymous storefront shoppers.
D. The REST calls between B2C Commerce and Service Cloud do not count towards API governor
limits.
E. Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights.

Answer: A B E

Explanation:
The Order on Behalf of functionality allows Service Cloud agents to create orders for customers
on the B2C Commerce storefront. To enable this functionality, the following design and
architecture considerations should be followed:
Verify that the permissions used are Login_On_Behalf, Login_Agent, and
Create_Order_On_Behalf_Of business manager functional permissions. These permissions are
required for the Service Cloud Connector user in B2C Commerce to perform the Order on Behalf
of actions.
The Order on Behalf of feature in the Service to B2C Commerce Connector only supports person
accounts as a customer model by default. If the customers using the storefront are household
accounts, additional customization is required to map the household account ID to the B2C
Commerce customer ID.
Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights.
Agents need to have both Service Cloud and B2C Commerce user accounts with the appropriate
roles and permissions to access the Order on Behalf of feature.
Option C is incorrect because a default user is not required for anonymous storefront shoppers.
Option D is incorrect because the REST calls between B2C Commerce and Service Cloud do
count towards API governor limits. Reference:
https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of_permissions.htm
&type=5
https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of_limitations.htm&t
ype=5

Question: 4

Northern Trail Outfitters (NTO) wants to upgrade its customer service by providing the
opportunity for customers to engage using social messaging channels such as Facebook,
WhatsApp, and SMS to resolve issues and ask questions. They already use Marketing Cloud
Mobile Connect and Social Studio. Alongside these, the Solution Architect also recommends
implementing Digita I Engagement features in Service Cloud.
Which two reasons should a Solution Architect use to justify those recommendations?

Choose 2 answers

A. Mobile Connect lacks integration with the service agent console without Digital Engagement
B. Mobile Connect only supports outbound messaging in selected countries
C. Social Studio does not support 1:1 messaging on the apps listed in the scenario
D. Social Studio is limited to listening to social channel and not responding

Answer: A C

Explanation:
Digital Engagement is a set of features in Service Cloud that enables agents to communicate with customers using social messaging channels such as Facebook, WhatsApp, and SMS. To justify the recommendation of implementing Digital Engagement, a Solution Architect can use the following reasons:
Mobile Connect lacks integration with the service agent console without Digital Engagement. Mobile Connect is a feature in Marketing Cloud that allows sending and receiving SMS messages. However, without Digital Engagement, Mobile Connect messages cannot be handled by Service Cloud agents in the service console or omnichannel routing.
Social Studio does not support 1:1 messaging on the apps listed in the scenario. Social Studio is a feature in Marketing Cloud that allows listening and engaging with customers on social media platforms. However, Social Studio does not support direct messaging on Facebook or WhatsApp, which are popular social messaging channels.
Option B is incorrect because Mobile Connect supports outbound messaging in more than 200 countries. Option D is incorrect because Social Studio can respond to public posts or comments on social media platforms. Reference:
https://help.salesforce.com/s/articleView?id=sf.service_digital_overview.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_moc_mobileconnect.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_moc_supported_countries.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_ss_social_studio_overview.htm&type=5

Question: 5

Northern Trail Outfitters (NTO) exported all the Account records from Salesforce and used a data transformation tool to clean up values in the phone field using a standardized format. The export file has more than 2 million records. During previous data loads for similar updates on the Account object, NTO did not experience any issues with row lock.
Which feature of Data Loader should be used to load this data back into Salesforce faster?

A. REST API
B. Bulk API Serial Mode
C. SOAP API
D. Bulk API

Answer: D

Explanation:
Bulk API is a feature of Data Loader that allows loading large amounts of data into Salesforce faster and more efficiently. Bulk API uses asynchronous processing to handle data in batches, which reduces network overhead and improves performance. Bulk API is suitable for loading data files with more than 20,000 records or larger than 10 MB. The export file has more than 2 million records, so Bulk API should be used to load this data back into Salesforce faster.
Reference:
https://help.salesforce.com/s/articleView?id=sf.data_loader_bulk.htm&type=5
https://developer.salesforce.com/docs/atlas.en-us.api_asynch.meta/api_asynch/asynch_api_intro.htm

Question: 6

A company wants to migrate their existing in-house order management solution to the Salesforce Order Management product, which will trigger post-purchase transactional emails through Marketing Cloud. They are already using B2C Commerce, Service Cloud, and Marketing Cloud, as well as the B2C Commerce - Service Cloud Connector and Marketing Cloud Connect. What are three actions that a Solution Architect must take when planning and deploying this solution? Choose 3 answers

A. Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios.
B. Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector.
C. Integrate Salesforce Order Management to B2C Commerce for order history and user self service.
D. Migrate subscriber keys in Marketing Cloud to a new Order Management customer identifier.
E. Replace the Service Cloud Connector with an Order Management Connector for B2C Commerce.

Answer: A B C

Explanation:
Salesforce Order Management is a product that allows managing orders across different channels and systems. To migrate the existing in-house order management solution to the Salesforce Order Management product, the following actions should be taken:
Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios. Data extensions are tables that store data in Marketing Cloud, and triggered sends are email messages that are sent automatically based on an external event. Data extensions and triggered sends can be used to store order data and send order confirmation, shipment notification, or cancellation emails to customers.
Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector. The Service Cloud Connector is a cartridge that enables integration between B2C Commerce and Service Cloud. The Order Management Connector is a

cartridge that enables integration between B2C Commerce and Salesforce Order Management. Some features of the Service Cloud Connector, such as order history or order cancellation, may conflict with the Order Management Connector, so they should be removed or disabled. Integrate Salesforce Order Management to B2C Commerce for order history and user self service. This integration allows customers to view their order history and status, track their shipments, cancel their orders, or initiate returns on the B2C Commerce storefront. This integration also allows agents to view and manage orders in Service Cloud.

Option D is incorrect because migrating subscriber keys in Marketing Cloud to a new Order Management customer identifier is not necessary or recommended. Option E is incorrect because replacing the Service Cloud Connector with an Order Management Connector for B2C Commerce is not possible or advisable. Reference:

https://help.salesforce.com/s/articleView?id=sf.order_overview.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_transactional_messaging.htm&type=5
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.doc help/OrderManagement/OrderManagementOverview.html
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.doc help/OrderManagement/OrderManagementConnector.html

Question: 7

A company is implementing a multi-locale solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. Order confirmation emails are triggered from either B2C Commerce or Service Cloud and sent from Marketing Cloud.

What are two possible reasons why the shipping method name and description can be missing when these emails are triggered for languages other than US English, while other translated content appears correctly?

Choose 2 answers

A. The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale.
B. The subscriber in Marketing Cloud does not have a preferred locale set.
C. The locale is not set correctly in the body of the email template.
D. The ShippingMethods data extension is missing the label and description field for the corresponding locale.

Answer: A D

Explanation:
The shipping method name and description can be missing when order confirmation emails are triggered for languages other than US English, while other translated content appears correctly, for the following possible reasons:

The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale. The shipping method name and description are stored as attributes in B2C Commerce or Service Cloud, and they need to be translated and localized for

each supported locale. If the translation or localization is missing or incorrect, the order confirmation email may not display them properly.

The ShippingMethods data extension is missing the label and description field for the corresponding locale. The ShippingMethods data extension is a table in Marketing Cloud that stores the shipping method information for each locale. It has fields for label and description that need to match the values in B2C Commerce or Service Cloud. If the fields are missing or mismatched for a certain locale, the order confirmation email may not display them properly.

Option B is incorrect because the subscriber in Marketing Cloud does not need to have a preferred locale set. The locale can be determined by the order data or the storefront language.

Option C is incorrect because the locale can be set correctly in the email template using AMPscript or SSJS variables. Reference:

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

Question: 8

Northern Trail Outfitters (NTO) wants to integrate its product information management (PIM) system with B2C Commerce so shopping experiences can be relevant, personalized, and seamless across channels. They need the ability to search for product deltas in the PIM system and reflect those changes in B2C Commerce on a scheduled basis. The Solution Architect recommends using MuleSoft Accelerator for B2C Commerce for this integration.

Which two benefits should the Solution Architect highlight about API-led connectivity while implementing the MuleSoft accelerator for B2C Commerce?

Choose 2 answers

A. It enables self-service and an increase in productivity through reusable microservices and APIs.
B. It lets the business quickly integrate different systems without involving IT.
C. It offers a template-driven approach for development.
D. It enforces a distributed approach and allows for the creation of Experience APIs, Data APIs, and System APIs.

Answer: A D

Explanation:

API-led connectivity is a method of connecting data to applications through reusable and purposeful APIs. MuleSoft Accelerator for Salesforce B2C Commerce Cloud is a solution that uses API-led connectivity to integrate B2C Commerce with other systems such as PIM, ERP, or Service Cloud. The benefits of API-led connectivity while implementing the MuleSoft accelerator for B2C Commerce are:

It enables self-service and an increase in productivity through reusable microservices and APIs. API-led connectivity allows developers to create modular and reusable microservices and APIs

that can be easily discovered, accessed, and composed by other developers or business users. This reduces duplication of effort, increases agility, and accelerates time to market.

It enforces a distributed approach and allows for the creation of Experience APIs, Data APIs, and System APIs. API-led connectivity follows a distributed approach that decouples data sources from data consumers, enabling greater scalability, flexibility, and security. It also allows for the creation of three layers of APIs: Experience APIs that tailor data to specific channels or devices, Data APIs that orchestrate data from multiple sources, and System APIs that connect to core systems of record.

Option B is incorrect because API-led connectivity does not let the business quickly integrate different systems without involving IT. It requires IT to design, build, and manage the APIs that enable integration. Option C is incorrect because API-led connectivity does not offer a template-driven approach for development. It offers a methodology and a framework for developing APIs based on best practices. Reference:

https://www.mulesoft.com/resources/api/what-is-api-led-connectivity
https://www.mulesoft.com/exchange/org.mule.examples/mulesoft-accelerator-for-salesforce-b2c-commerce-cloud/

Question: 9

A retail company currently uses 62C Commerce and Marketing Cloud to enable a seamless customer experience. They are evaluating tools to better support customer service activities like their call center for online ordering and social customer service.

Which two functionalities should a Solution Architect discuss with the company to explain the value of Service Cloud? Choose 2 answers

A. Ability to create a B2C storefront using Digital Experiences.
B. Ability to de-duplicate and create a single customer identity.
C. Ability to allow the agent to see purchase history to support case management
D. Ability to have a customer leave a journey when they have an escalated case.

Answer: C D

Explanation:
Service Cloud is a product that allows managing customer service interactions across different channels and systems. To explain the value of Service Cloud to a retail company that currently uses B2C Commerce and Marketing Cloud, a Solution Architect can discuss the following functionalities:

Ability to allow the agent to see purchase history to support case management. Service Cloud can integrate with B2C Commerce to display customer order history and details in the service console or omnichannel routing. This allows agents to have a complete view of customer transactions and provide faster and more personalized service.

Ability to have a customer leave a journey when they have an escalated case. Service Cloud can integrate with Marketing Cloud to trigger customer journey changes based on case events. For example, if a customer has an escalated case, Service Cloud can send a signal to Marketing

Cloud to pause or exit the customer from a marketing journey, and resume or re-enter the customer when the case is resolved.

Option A is incorrect because Service Cloud does not provide the ability to create a B2C storefront using Digital Experiences. Digital Experiences is a feature of Experience Cloud that allows creating branded websites and portals for customers, partners, or employees. Option B is incorrect because Service Cloud does not provide the ability to de-duplicate and create a single customer identity. This functionality can be achieved by using Customer 360 Data Manager or other data integration tools. Reference:

https://help.salesforce.com/s/articleView?id=sf.service_overview.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_journey_builder.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.networks_overview.htm&type=5
https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html

Question: 10

A company plans to build a new B2C Commerce storefront for a popular segment of products that generate high-volume sales. Their team is evaluating whether B2C Commerce is the right platform to build this storefront, and they are specifically concerned about how quotas and limits directly impact the efficiency and stability of solutions built on the platform.

Which two considerations should a Solution Architect keep in mind when considering B2C Commerce Governance and Quotas?

Choose 2 answers

A. Object quotas status is updated with an up to 20-minute delay. Therefore, a Solution Architect must consider this delay when performing calculations related to traffic and limits.

B. For sandbox instances, quotas can be softened by exporting them from a production instance and importing them onto a sandbox instance. This approach lets Solution Architects match the development environment to the production environment.

C. Unless a site :s experiencing performance issues, the Solution Architect car assume that quota violations have not occurred.

D. If an enforced quota is exceeded, an exception is thrown, which prevents the current operation from completing. The Solution Architect should design the solution so that the exception can be caught within a customization.

Answer: A D

Explanation:

B2C Commerce Governance and Quotas are a set of rules and limits that apply to B2C Commerce instances to ensure the efficiency and stability of solutions built on the platform. The following considerations should be kept in mind when considering B2C Commerce Governance and Quotas:

Object quotas status is updated with an up to 20-minute delay. Therefore, a Solution Architect must consider this delay when performing calculations related to traffic and limits. Object quotas are limits on the number of objects that can be created or stored in B2C Commerce, such

as products, categories, customers, orders, etc. The object quotas status shows the current usage and remaining capacity of each object quota. However, the status is not updated in real time, but with an up to 20-minute delay. This means that the Solution Architect should account for this delay when estimating the traffic and limits for each object quota.

If an enforced quota is exceeded, an exception is thrown, which prevents the current operation from completing. The Solution Architect should design the solution so that the exception can be caught within a customization. Enforced quotas are quotas that are strictly enforced by B2C Commerce and cannot be exceeded or changed by customers. Examples of enforced quotas are API calls per hour, script execution time, cache size, etc. If an enforced quota is exceeded, B2C Commerce throws an exception that stops the current operation from completing. This can result in errors or failures in the storefront or backend processes. The Solution Architect should design the solution so that the exception can be caught within a customization and handled gracefully.

Option B is incorrect because sandbox quotas cannot be softened by exporting them from a production instance and importing them onto a sandbox instance. Sandbox quotas are fixed and cannot be changed by customers. Option C is incorrect because the Solution Architect cannot assume that quota violations have not occurred unless a site is experiencing performance issues. Quota violations can occur without affecting the site performance, but they can still cause errors or failures in certain operations or processes. Reference:

https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.doc help/Governance/GovernanceOverview.html

https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.doc help/Governance/ObjectQuotas.html

https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.doc help/Governance/EnforcedQuotas.html

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