



Salesforce

Arch-302 Exam

Salesforce Certified B2C Solution Architect

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Question 1. (Single Select)

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

Correct 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 2. (Multi Select)

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

Correct 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 3. (Multi Select)

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.

Correct 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.docheelp/OrderManagement/OrderManagementOverview.html>

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.docheelp/OrderManagement/OrderManagementConnector.html>

Question 4. (Multi Select)

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.

Correct 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 5. (Multi Select)

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.

Correct 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/>



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