



**DEMO VERSION**

**Salesforce**

## B2C-Solution-Architect Exam

Salesforce Certified B2C Commerce Architect



Exam Latest Version: 12.0



## Question 1. (Single Select)

A global pharmaceutical company wants to roll-out online shopping for customers in multiple countries and needs a quick return on investment (ROI). The company is considering how to market products from prenatal vitamins to drug therapies that improve neonatal outcomes.

Each country has its own regulations around marketing and online sales. Some countries may not allow marketing to Individuals, but will allow marketing to healthcare providers and have different regulations for various channels and touchpoints. In some countries, they are allowed to use curated social content for product ratings and discussions. In addition, branding is uniquely defined in each country so the company would like to combine ecommerce with existing content management systems.

What strategy should a Solution Architect recommend to solve these needs?

A: B2C Commerce, Marketing Cloud, and Experience Builder with multi-Currency and translation workbench.

B: Headless B2C Commerce. LINK cartridges. SFRA-style development with Heroku and MuleSoft.

C: Multi-org approach with Partner and Customer Communities, B2C Commerce, Heroku, and Mulesoft for SFKA-style development.

D: Multi-org approach with Service Cloud, LINK cartridges and translation workbench, and Partner and Customer Communities.

**Correct Answer: B**

### **Explanation:**

A headless B2C Commerce approach can help solve the needs by decoupling the front-end presentation layer from the back-end commerce functionality. This can allow the company to leverage their existing content management systems and deliver consistent branding across different countries. LINK cartridges can help integrate B2C Commerce with third-party systems and services, such as payment providers, tax calculators, or social media platforms. SFRA-style development can help create a responsive and customizable storefront that follows best practices and standards. Heroku and MuleSoft can help build and connect custom applications and APIs that support the complex business logic and data flows required by the global pharmaceutical company. Reference:

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<https://www.salesforce.com/products/platform/overview/>

<https://www.mulesoft.com/platform/enterprise-integration>

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### Question 2. (Multi Select)

A company is implementing B2C Commerce, Service Cloud, and Marketing Cloud. The company is based in Europe and needs to be compliant with GDPR.

Which two design implementations should a Solution Architect use to ensure GDPR compliance?

Choose 2 answers

A: Use email addresses, SMS, or other channel addresses as the contact key (subscriber key) in Marketing Cloud

B: Use a Salesforce record ID as a single unique identifier to apply across channels and clouds

C: Set tracking site preference for each storefront

D: Set field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud

**Correct Answer: B, D**

#### **Explanation:**

B) Using a Salesforce record ID as a single unique identifier to apply across channels and clouds can help ensure GDPR compliance by enabling data portability, deletion, and anonymization across systems. This can also reduce data duplication and improve data quality.

D. Setting field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud can help ensure GDPR compliance by protecting sensitive data from unauthorized access or disclosure. This can also help meet the requirements of data minimization and pseudonymization. Reference:

[https://trailhead.salesforce.com/en/content/learn/modules/gdpr\\_basics/gdpr\\_basics\\_principles](https://trailhead.salesforce.com/en/content/learn/modules/gdpr_basics/gdpr_basics_principles)

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### Question 3. (Single Select)

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**

#### **Explanation:**

A) Shield and Event Monitoring Analytics App, Pardot can help meet these needs by providing enhanced security, compliance, auditing, analytics, and marketing capabilities for the insurance company. Shield can help protect sensitive data with encryption, monitor user activity with event logs, enforce data retention policies with archiving, and comply with industry regulations with field audit trails. Event Monitoring Analytics App can help analyze user behavior, performance, adoption, and usage with prebuilt dashboards and reports. Pardot can help create personalized email campaigns, track customer engagement, automate lead generation, and measure

marketing ROI. Reference:

<https://www.salesforce.com/products/platform/products/salesforce-shield/>

<https://www.salesforce.com/products/platform/products/event-monitoring-analytics-app/>

<https://www.salesforce.com/products/marketing-cloud/best-marketing-automation-software/>

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#### Question 4. (Multi Select)

Northern Trail Outfitters (NTO) wants to consolidate various legacy commerce platforms into one centrally-managed platform on B2C Commerce. The IT department has been working extensively with web frameworks (such as React and Angular) in recent years and wants to leverage the benefits of B2C Commerce, but maintain the flexibility of the user experience using headless commerce.

Which three considerations, beyond user experience, should a Solution Architect consider before confirming a headless approach?

Choose 3 answers

A: Additional infrastructure (for example Heroku servers) may be required to host the application

B: Features that are available by default in the Storefront Reference Architecture (SFRA) app will need to be custom built in custom frameworks

C: Developers will still be required to use the Commerce SDK for security purposes

D: Available Service, Marketing, and LINK accelerators may not work without modifications when using a headless approach

E: Developers familiar with the web frameworks (React, Angular) will be familiar with the framework used by B2C Commerce

**Correct Answer: A, B, D**

#### Explanation:

A) Additional infrastructure (for example Heroku servers) may be required to host the application when using a headless approach. This can increase the complexity, cost, and maintenance of the solution. A Solution Architect should consider the trade-offs between flexibility and simplicity

when choosing a headless approach. B. Features that are available by default in the Storefront Reference Architecture (SFRA) app will need to be custom built in custom frameworks when using a headless approach. This can increase the development time, effort, and risk of the solution. A Solution Architect should consider the benefits and drawbacks of using SFRA versus custom frameworks when choosing a headless approach. D. Available Service, Marketing, and LINK accelerators may not work without modifications when using a headless approach. This can limit the integration capabilities and functionality of the solution. A Solution Architect should consider the compatibility and extensibility of the accelerators when choosing a headless approach. Reference:

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### Question 5. (Single Select)

A company has Person Account set up on their Sales Cloud and they now want to map subscriber data in Marketing Cloud. What should a Solution Architect recommend?

- A: Sync Subscriber object.
- B: A Sync Person Account object.
- C: Sync Individual object.
- D: Sync Contact object.

**Correct Answer: B**

#### **Explanation:**

Syncing Person Account object can help map subscriber data in Marketing Cloud when the company has Person Account set up on their Sales Cloud. This can enable bi-directional data integration between Sales Cloud and Marketing Cloud for Person Accounts, which are records that combine both Account and Contact information for individuals. Reference:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_person\\_accounts.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_person_accounts.htm&type=5)

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