



Question No: 1

Your project requires the integrating with a 3rd party PIM for importing master catalog, two storefront catalogs and pricebooks. All imports need to happen in a single job. Search indexes will also need to be re-built.

- A. Two flows are needed. First flow will execute in parallel under organization scope the master catalog import and then the storefront catalogs and on the other hand in parallel the pricebooks imports. Then new flow will be needed with site scope to perform site reindex.
- B. Two flows are needed. First flow will execute in parallel under site scope the master catalog import and then the storefront catalogs and on the other hand in parallel the pricebooks imports. Then new flow will be needed with site scope to perform site reindex.
- C. Three flows are needed. First to import master and storefront catalogs (organization scope).

Another job flow with site scope to import pricebooks and another to perform site reindex under site scope.

D. Two flows are needed. First will execute in parallel under organization scope the master catalog import and then the other flow with storefront catalog import and pricebooks (sequential) organization scope. The second flow will be needed with site scope to perform site reindex.

Answer: A

Explanation:

Question No: 2

You're in charge of Pipeline migration to Controllers. What should be the best approach to do it in order to avoid poor performance and using Pipelines and controllers together until all migration is done?

- A. Use the same name for new Controllers than pipelines because it will be easy to identify that is migrated and Controllers take precedence. Furthermore it will be a good practice to do it in separate cartridges.
- B. To reduce risk of circular dependencies and for easier migration mix pipelines and controllers in a single cartridge.
- C. onRequest and onSession pipelines are replaced with the OnRequest and OnSession hooks.
- D. Controllers and pipelines must be in the same folder to avoid collisions between them.

Answer: A, C

Explanation:

Question No: 3

Facebook connect will be available on your storefront to allow users to log in. To configure properly the new OAuth provider. What should you need from your product owner?

- A. User and password from Facebook to get the access token.
- B. Ask for the access token.
- C. Ask to grant needed permissions for your facebook user.
- D. Send request to facebook endpoint with app\_id sended by POST to retrieve the oauth token.

Answer: C

Explanation:

Question No: 4

A client is planning to migrate its e-commerce to Salesforce Commerce Cloud. Their expectation is to increase the business volume by 300%. As an architect you decide before go-live execute a load testing in order to check that the new site will fit client expectations. This table show the results of test execution:

Page	Old Site avg. time in ms	New site avg. time in ms
Home	2,800	1,500
Checkout	5,000	2,000
Place order	7,000	5,000
Static landing pages	1,000	1,000
PDP	3,500	750

\* 500 http error appears twice during search refinement and 404 is shown while accessing an specificPDP. According to the results shown above, how can we evaluate the load test?

- A. There are two blockers. Go live must be postponed until checkout and place order average time is under 1,500 milliseconds. Otherwise a lot of purchases will be lost.
- B. Go live must be postponed until those 400/500 errors will be fixed.
- C. We can proceed with the go live. All key performance indicators are now better than in the old site even with 300% more volume.
- D. In general it is pretty good, the new site will work as expected. We can proceed with the go live and after that some improvements on place order should be done.

Answer: B

Explanation:

Question No: 5

Our company is planning an integration with a 3rd party provider to get information about product rating. As an architect you're in charge of the Interface Specification Document so, you requested all needed information to the rating provider.

A few days later you receive an email with the desired information:

URL: `http://ratingservice.com/rating/{productID}`

User: ratingprovider

Pass: `r$aff2!_dA`

Select 2 correct answers you should do as an architect after receiving this information:

- A. Use `dw.net.HTTPClient` to open connection and `setProtocol('secure')`
- B. Use service Framework and verify service mode is live.
- C. Contact service provider and ask to for a URL over HTTPS protocol
- D. Use service Framework and select service type HTTPS to make connection secure.

Answer: B, C

Explanation:

Question No: 6

Your project has 4 storefronts for different branches. Everyday at 4.00 am runs a job to import inventories, master catalog and storefronts for each of those sites. You're in charge of job configuration, given this information what should be the best approach to achieve it?

- A. First flow with organization scope to import master catalog, another flow with 4 steps to import each storefront catalog with site scope and in parallel inventory import with organization scope.

B. None of these answers are correct

C. 2 flows needed. First one to import master catalog with organization scope and in parallel import storefronts with site scope and second flow to import the inventory with organization scope.

D. 3 flows are needed. First master catalog with organization scope. Second flow is to import storefront catalogs with site scope and last to import inventory with organization scope.

Answer: A

Explanation:

Question No: 7

As a Commerce Architect you should ensure that the cache hit ratio for your storefront is over 70%.

During your investigation you realize that a significant number of pages are not cached. From which tool can you get this information?

A. Page Speed

B. Google Lighthouse

C. Code Profiler

D. Pipeline Profiler

E. Reports & Dashboard

Answer: E

Explanation:

Question No: 8

You have been requested to integrate in the checkout and user profile forms and address suggestions. To do that you'll need to sync with the 3rd party provider to gather needed info to properly configure the service to retrieve the addresses. What should request the provider?

A. SLA: Service Level Agreement

B. Credentials

C. IP, port and protocol

D. API and documentation to perform the integration.

Answer: A, B

Explanation:

Question No: 9

Our client notifies you that the iOS application made a few months ago for some reason now is experiencing a degradation service and some requests take too long to respond. What tool will use it in order to check if there is any issue with OCAPI calls?

A. Code Profiler

B. Log center filtering by request type OCAPI

C. Pipeline Profiler filtering results with Extended script development mode.

D. Reports & Dashboard under Technical tab.

Answer: D



Explanation:

Question No: 10

Cross-site scripting (XSS) lets attackers inject client-side JavaScripts into a web page viewed by a targeted user. Which encoding will you use in the <isprint> tag to avoid cross site scripting:

```
<script type="text/javascript"> var data = "<isprint encoding="" value="{unsafeData}"/>"; </script>
```

- A. jsblock
- B. jsattribute
- C. htmlunquote
- D. jshtml

Answer: A

Explanation:

Question No: 11

In Reports and Dashboards tools you find some requests with a very poor cache hit ratio (less than 20%). What can you do in order to increase cache hit ratio and improve website performance? Here a few examples of triggered URL:

- https://www.myawesomewebsite.com/products?sz=48&start=0&srule=price-low&campaign=ads1
- https://www.myawesomewebsite.com/products?start=0&sz=48&srule=price-low&campaign=ads2
- https://www.myawesomewebsite.com/products?srule=price-low&start=0&sz=48&campaign=ads3

- A. Use URL hashes for parameter campaign
- B. New cache partition
- C. Create custom cache for this request.
- D. Always use the same URL parameter order

Answer: A, D

Explanation:

Question No: 12

During the discovery phase the client tells you that certain categories for the storefront will need dynamic categorization. What is the best approach to list under "New products" category the products that have been online less than 30 days in the website.

- A. None of these options are valid because this may not scale if used widely in a large catalog even though caching may prevent the storefront from hitting the search engine too hard.
- B. Create a new Search Refinement for "New products". To display products according products.activeData.daysAvailable
- C. None of these options are valid even though they scale in large catalogs. Dynamic categorization is not available OOTB in Salesforce Commerce Cloud.
- D. Create a new sorting rule with products.activeData.daysAvailable for "New products" category.

Answer: C

Explanation:

Question No: 13

Due to an integration issue, logs files are full. Because of that no new logs have been logged. Given this Business Manager logging configuration how would you solve the issue your client is experimenting in their site?



- A. Change root log level to error.
- B. Change integration log level to error.
- C. Remove integration log level.
- D. Disable integration log level by putting log level to OFF.
- E. Remove all log levels and activate them again when the issue is solved.

Answer: D

Explanation:

Question No: 14

Which standards allow dw.ws.WebReference2 class?

- A. WSDL 1.1
- B. RPC/Encoded WSDLs
- C. SOAP 1.1 and SOAP 1.2
- D. Apache CXF
- E. https 1.0 and 1.1

Answer: A, C, D, E

Explanation:

Question No: 15

During the discovery phase as an architect you should make some recommendations to be sure all requirements will fit under SFCC scope. The project consists in building one storefront using SFRA and a native iOS app. The home page will be fully implemented using Page Designer in order to allow merchandisers to fully customize it. What should be taken into consideration?

- A. Page designer load times are bigger than if using content slots.
- B. All answers are correct.
- C. Replication and reindexing process works differently with page designer vs content assets, so home page for mobile application may be different than website for 15 minutes.
- D. Page Designer doesn't support using the OCAPI SHOP and DATA resources to access pages and components as content assets.



Answer: D

Explanation:

Question No: 16

New client is going to migrate to the Salesforce Commerce Cloud. Website is ready to be live but just is missing the customers and previous orders. What should we do?

- A. Send a ticket to Salesforce to publish the new site and import later missing data.
- B. There are no blockers. If everything else is working, the site can go live.
- C. Import at least orders before going live.
- D. Change Site status from password protected to live and import missing data when ready.

Answer: C

Explanation:

Question No: 17

To integrate a new payment method with your storefront the 3rd party provider shares with you the endpoints, protocols and needed credentials. After reading all documentation received you realize that they work under SOAP 1.1 protocol. Under which folder in your cartridge structure you should place the needed files?

- A. /services
- B. /webreferences2
- C. /webreferences
- D. /scripts/soap

Answer: C

Explanation:

Question No: 18

To properly configure your service connection to Salesforce Marketing Cloud your receive this configuration:

Timeout	3000 ms
Max calls	5 / second

After making a call to this service you receive a ServiceUnavailableException. What could be the reason?

- A. Rate Limit is reached.
- B. Commerce Cloud IP not whitelisted on Marketing Cloud.
- C. Circuit Breaker is enabled on the service profile and max circuit breaker calls are reached in the allowed time interval.
- D. Force PRD Behavior in Non-PRD Environments option in the service configuration is checked.
- E. Service mode is Mocked.

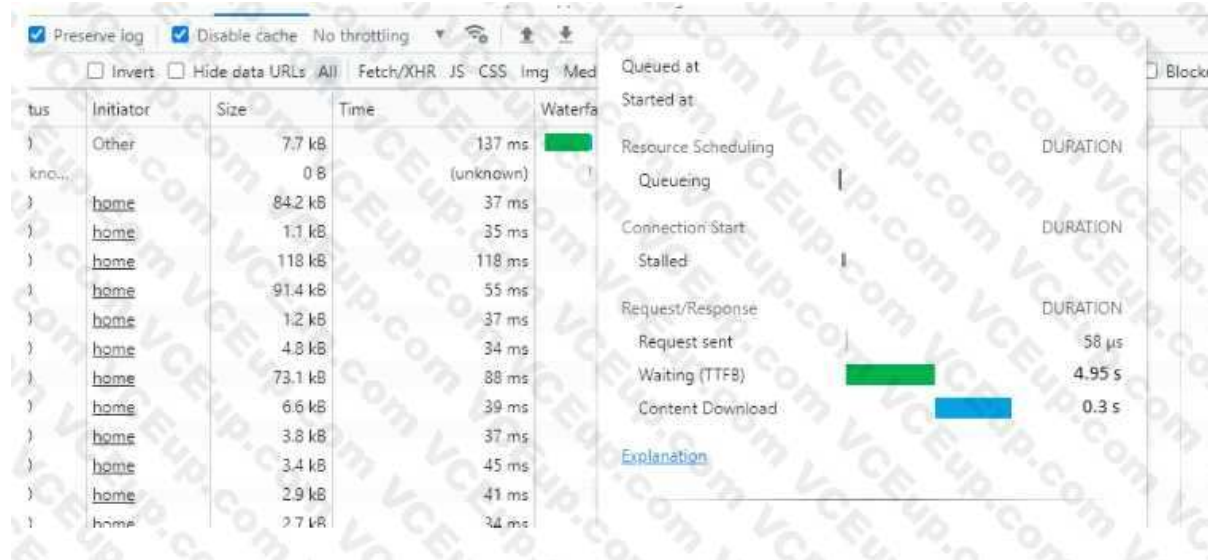
Answer: A, C



Explanation:

Question No: 19

You're in charge of identifying a bottleneck in the network chain. Given this Google Dev Tools screenshot of a particular request in the product listing page. What may be the root cause?



- A. Everything works as expected. All parameters are within pre-established limits.
- B. Probably the issue is on the server side and needs further investigation from a code perspective.
- C. Internet connection intermittently drops out.
- D. Good indication of a local network or browser issue.



Answer: B

Explanation:

Question No: 20

During the monitoring tasks you realize that a third party integration with your storefront is logging sensitive data. What can we do to avoid saving this information to the system logs?

- A. Add a new log category for this service with level greater than the sensitive data is added to avoid logging.
- B. Implement filterLogMessage method for the ServiceCallback to filter response log messages.
- C. Implement filterResponseLogMessage method for the ServiceCallback to filter response log messages.
- D. Implement getRequestLogMessage method for the ServiceCallback and remove sensitive data.

Answer: B

Explanation:

Question No: 21

Northern Trail Outfitters (NTO) wants to unify customer data with a single identity for each customer across their ecommerce sites and their communities. Communities are treated as an identity provider (IDP) for commerce. The communities also allow self-service support for products via knowledge articles and crowd-sourced Knowledge and Chatter.

For which customer data should Experience Cloud be the system of record?

- A. Authentication credentials



- B. Address book
- C. Wishlist
- D. Payment information

Answer: A

Explanation:

Question No: 22

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?

Choose 2 answers

- A. Contact
- B. Orders
- C. Customer
- D. Profile

Answer: B

Explanation:

Question No: 23

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 Solution Architect provide to the company to improve the success of 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

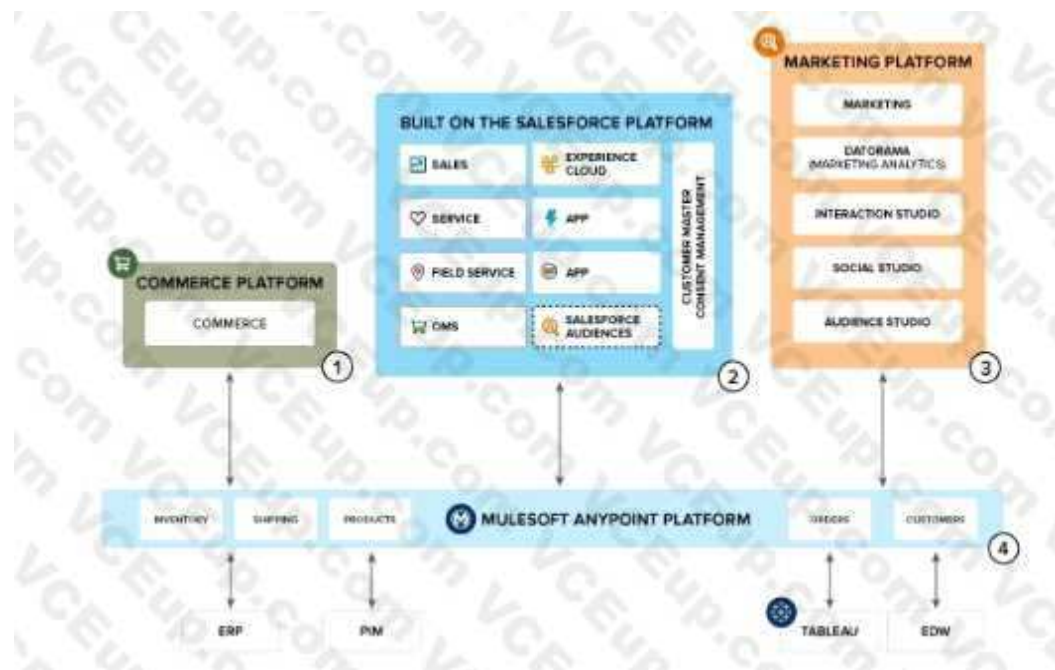
Answer: AB

Explanation:

Question No: 24

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 third-party 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.

Answer: B, D, E

Explanation:

Question No: 25

A company uses Salesforce to store accounts and contacts. All users have switched to the Lightning Experience user interface. The Account Hierarchy feature is used extensively to relate companies to their subsidiaries. A Solution Architect finds that the data migration process is creating duplicate contacts with different primary accounts.

Which two options can the Solution Architect use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company?

Choose 2 answers

- A. Customer 360 Data Manager
- B. Third-party application or AppExchange tool
- C. Duplicate Matching Rules
- D. Lightning Data Services

Answer: A

Explanation:

Question No: 26

A company wants to add Salesforce Order Management to their existing B2C Commerce, Service Cloud, and Sales Cloud integration. Their current sales process lets sales reps build quotes, create orders, and process reduction orders for refunds as part of their sales channel workflow. Their B2C Commerce order objects also include multiple custom attributes that the merchant's current Order Management System uses to allocate orders to the correct distribution center for fulfillment.

When enabling Salesforce Order Management, what potential concerns will the merchant need to work through?

- A. Salesforce Order Management does not allow for fulfillment rules across multiple distribution centers without the use of an AppExchange package or custom Apex triggers.
- B. Reduction Orders and Order Management change orders conflict if both are enabled in the same Org and require the use of Record Types and Apex Triggers or Validation Rules to avoid conflicts.
- C. Custom attributes on B2C Commerce Orders are not natively supported for Salesforce Order Management integrations and require custom Apex development to handle mapping.
- D. Salesforce Order Management integrates natively with B2B Commerce when both products reside within the same Org but requires the use of a customizable B2C Commerce cartridge to import data from a B2C Commerce instance.

Answer: D

Explanation:

Question No: 27

A company currently uses B2C Commerce and Service Cloud for one of its storefronts. They are now considering implementing the 'Order on Behalf of flow. Which consideration must a Solution Architect keep in mind while implementing the 'Order on Behalf of flow?

- A. The Service Cloud Connector is not available for guests or anonymous storefront shoppers. Use Order on Behalf with registered B2C Commerce customer accounts.
- B. The Service Cloud Connector enables data synchronization through SOAP services using Service Cloud and B2C Commerce. REST services are not available for such data synchronization needs.
- C. The Service Cloud Connector does not require B2C Commerce to be registered as a remote site as long as the Service Cloud org and B2C Commerce realm are in the same geographic region.
- D. The Service Cloud Connector can work with any valid Service Cloud user. There is no specific need for an Integration User with administrative rights.

Answer: C

Explanation:

Question No: 28

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. 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.
- B. Enable ESB to publish to the platform event using the CometD protocol and notify the back-end ERP system to create the order synchronously.
- 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: B, D

Explanation:

Question No: 29

A customer service team raised a new business requirement that requires a multi-cloud solution design between B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect has been hired to lead the design of the multi-cloud solution.

Which two actions should the Solution Architect take to accurately capture requirements and deliver the solution overview?

Choose 2 answers

- A. Include functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function to ensure all requirements are captured.
- B. Conduct discovery workshops and upon completion present the solution back to the design authority or executive stakeholders to validate the solution.
- C. Conduct discovery workshops to create a user acceptance testing document and invite business owners, each cloud technical architect, and implementation development team.
- D. Include the customer service team so that they can provide detailed user stories prior to the discovery workshops.

Answer: AC

Explanation:

Question No: 30

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and is seeking an order management solution. They process 2,000 orders per hour across their brands. The company has one B2C Commerce realm, two Salesforce core orgs, and two Marketing Cloud business units.

The company is choosing between these three options for an order management tool:

- Build an order management solution in B2C Commerce using order management APIs
  - Purchase Salesforce Order Management
  - Build a custom order management solution using their own development team
- Which three statements should a Solution Architect use to support using the Salesforce Order Management solution?



Choose 3 answers

- A. Salesforce Order Management synchronizes orders to and from B2C Commerce, which essentially replaces the Service Cloud Connector.
- B. B2C Commerce order management does not support complex or advanced use cases.
- C. The existing Service Cloud implementation team could extend the Salesforce Order Management product to the existing org.
- D. Salesforce Order Management is a productized connector solution between B2C Commerce and Service Cloud; orders will be synchronized from the client B2C Commerce realm to multiple Salesforce Orgs without the need for customization.
- E. Salesforce Order Management shares the same database with Service Cloud while other solutions need to build additional integration.

Answer: B, C, D

Explanation:

Question No: 31

A university is considering using Experience Cloud so its students can interact with advisors who have Service Cloud licenses. The university would like to offer the easiest path for existing students to log in while still maintaining security. They have an on-premises Active Directory identity provider and use Google Workspace (formerly known as G Suite) for student email addresses.

What should a Solution Architect recommend?

- A. Implement Social Sign On with OpenId Connect and Google Workspace as Auth Provider.
- B. Implement Active Directory and Salesforce Identity for SAML delegated Single Sign On.
- C. Implement Aloha template for students to access email with Salesforce Authenticator app.
- D. Implement OAuth 2.0 authentication protocol with Google Workspace as Service Provider.

Answer: D

Explanation:

Question No: 32

Northern Trail Outfitters (NTO) wants to bring data from across all parts of their Salesforce Customer Success Platform into the Marketing Cloud account. A Solution Architect recommends using Synchronized Data Sources in Contact Builder and Marketing Cloud Connect to integrate multiple business units in their account.

Which API does the Solution Architect need to use with Marketing Cloud Connect for this integration?

- A. Tooling API
- B. REST API
- C. SOAP API
- D. Streaming API

Answer: B

Explanation:

Question No: 33

Northern Trail Outfitters (NTO) is at the beginning of an implementation of B2C Commerce and is now discussing the communication flow. They are designing the flows between systems to send password resets via email when a new account is created in B2C Commerce or the email address is updated.

Considering NTO also uses Service Cloud and Marketing Cloud, which feature should a Solution Architect suggest to optimize the end-customer experience while also ensuring that tracking is visible to service agents?

- A. Service Cloud Email Service
- B. Marketing Cloud Journey Event
- C. Marketing Cloud Triggered Send
- D. Commerce Cloud Email Service

Answer: C

Explanation:

Question No: 34

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; 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.
- C. 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.



D. 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.

Answer: B

Explanation:

Question No: 35

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?

Choose 2 answers

- A. Integrate product, order, and customer data feeds into Marketing Cloud Data Extensions
- 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

Explanation:

Question No: 36

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

Answer: A

Explanation:

Question No: 37

An organization uses B2C Commerce to capture order details but needs to process the order in an ERP system. They want B2C Commerce to send a message to the ERP system with the order details after they have been entered, then wait for the order to be processed, and then receive a reply from the ERP system with the order number and status.

Which integration pattern should a Solution Architect use to meet this requirement?

- A. Asynchronous Call-Out
- B. Request and Reply
- C. Batch Data Synchronization
- D. Publish / Subscribe

Answer: B

Explanation:

Question No: 38

Northern Trail Outfitters (NTO) hosts a customer care portal using Service Cloud. The portal uses Marketing Cloud for customer interaction for a number of use cases, including customer sign-up and updates on toggled cases. NTO has decided that the connectors provided by Salesforce are not flexible enough for their needs, so they would like to explore a programmatic approach for doing so.

Which two considerations should a Solution Architect point out to NTO as it moves forward to integrate the Service Cloud portal with Marketing Cloud for customer interaction? Choose 2 answers

- A. NTO can use Marketing Cloud REST API for integrating with Service Cloud.
- B. The Marketing REST API calls are asynchronous, with timeout values of 120 for non-tracking operations and 300 seconds for tracking and data retrieve operations.
- C. The Marketing REST API uses XML request and response bodies and resource endpoints to support multi-channel use.
- D. NTO can use Marketing Cloud SOAP API for integrating with Service Cloud.

Answer: A, C

Explanation:

Question No: 39

A company actively uses CI/CO processes for their Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to their architecture. Under the current setup each developer has their own developer sandbox for development. Developers merge their changes into a sandbox for QA regularly, then once every week changes are moved to staging, and from staging to production instances.

Which set up should a Solution Architect propose to support this development approach considering costs and data segregation?

- A. Set up one Marketing Cloud instance with a business unit for production and one business unit for testing that is connected to all Developer sandboxes
- B. Set up one Marketing Cloud instance for testing and one for production, where the testing instance is connected to the staging sandbox
- C. Set up one Marketing Cloud instance for each sandbox in Service Cloud
- D. Set up one Marketing Cloud instance for production and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes

Answer: C

Explanation:

Question No: 40

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. Migrate the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID.
- B. 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.
- C. 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
- D. Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.

Answer: AC

Explanation:

Question No: 41

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to implement an Abandoned Cart Solution Workflow so that personalized messages are sent to shoppers who add items to their cart but abandon the B2C Commerce storefront.

Which two options should a Solution Architect recommended to meet this requirement? Choose 2 answers

- A. Configure streaming updates for catalog importing, implement the Collect Tracking Code, and leverage Journey Builder to trigger an abandoned cart message.
- B. Configure B2C Commerce catalog, product, order, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.
- C. Configure streaming updates for catalog importing, implement Google Analytics tracking, and leverage Journey Builder to trigger an abandoned cart message.
- D. Configure B2C Commerce catalog, product, inventory, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.

Answer: BC

Explanation:

Question No: 42

A Marketing team plans to support the launch of a new product line. In discussion with the Sales and IT teams, the Marketing team proposed introducing a leads-management process, along with a webto- lead form for the landing page that supports the product launch.

The leads captured using the form are added to the new nurturing journey in Marketing Cloud and subsequently routed to the relevant sales team once they qualify at a certain threshold.

What are two implications that a Solution Architect should consider prior to implementing this solution? Choose 2 answers

- A. Need for additional handling of consent, preferences, and compliance for converted leads in Marketing Cloud
- B. Engagement history from the lead record will be natively available for contact record in Marketing Cloud
- C. Leads are unique contact records in Marketing Cloud
- D. Leads can have detrimental impact on quality of contact records in Sales Cloud

Answer: A, D

Explanation:

Question No: 43

A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of the customer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously.

The Success Manager believes that Customer 360 Data Manager could help them solve their problem.

How should a Solution Architect describe the role of Customer 360 Data Manager in this context?

- A. Customer 360 Data Manager can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent Global Party ID.
- B. Customer 360 Data Manager can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.
- C. Customer 360 Data Manager cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.
- D. When Customer 360 Data Manager is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.

Answer: A

Explanation:



Question No: 44

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:

Question No: 45

A company is in the process of defining the authoritative system for key data entities 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:

Question No: 46

A company uses Service Cloud and B2C Commerce and now wants to enable the 'Order on Behalf' 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' 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: BDE

Explanation:

Question No: 47

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 Digital 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: BC

Explanation:

Question No: 48

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:

Question No: 49

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: B, C, D

Explanation:

Question No: 50

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: CD

Explanation:

Question No: 51

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: B, C

Explanation:

Question No: 52

A retail company currently uses B2C 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: B, C

Explanation:

Question No: 53

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 is experiencing performance issues, the Solution Architect can 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:

Question No: 54

An organization wants to add Service Cloud to their existing Salesforce Org currently hosting Sales Cloud. They know that an integrated customer service experience is a key component of a successful long-term relationship with their customers. After doing some research they learned that the Service Cloud connector can help start their implementation and they are now ready to proceed.

Which two functionality considerations should they be aware of when introducing the B2C Commerce to Service Cloud Connector into an existing Salesforce Org?

Choose 2 answers

- A. In order to implement the Service Cloud Connector it is necessary to enable Person Accounts, a change which cannot be reverted once implemented.
- B. The Service Cloud Connector is distributed as a managed package that can be extended to meet client-specific needs but with core functionality that cannot be altered.
- C. The Service Cloud Connector natively supports accounts and contacts, households, and multibrand customer models.
- D. The Service Cloud Connector provides a collection of Lightning and Visualforce components that display customer and order information within Service Cloud, which needs to be customized and deployed by a developer.

Answer: B

Explanation:

Question No: 55

A financial services company wants to implement Service Cloud and Marketing Cloud. A number of profile attributes required for personalization in Marketing Cloud were identified as personally identifiable information (PII) and are too sensitive to be stored in Salesforce.

Tokenized Sending was presented as a way to address these concerns.

Which two implications should a Solution Architect consider if Marketing Cloud Connect is to be used for cloud integration?

Choose 2 answers

- A. The synchronized data extensions will include the token and all PII attributes

- B. All emails will need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions
- C. The standard email address field for contacts and leads needs to be populated with a token
- D. The token with all supporting attributes will need to be stored in Service Cloud

Answer: A, B

Explanation:

Question No: 56

A company recently launched their ecommerce sites for three countries: Australia, New Zealand, and Singapore. The company is now looking to set up marketing automations using Marketing Cloud.

Their B2C Commerce is configured with two realms: ANZ and SE Asia. Each country has a site within their respective realm: Australia and New Zealand sites are within ANZ and Singapore is within SE Asia.

Which account hierarchy should a Solution Architect recommend for the Marketing Cloud set up?

- A. Use a separate Marketing Cloud tenant for each site
- B. Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm
- C. Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm
- D. Use a single Marketing cloud tenant and map business units to each realm

Answer: C

Explanation:

Question No: 57

A company needs to have specific fields encrypted in the user interface on the contact record in Service Cloud as well as on some fields in data extensions that exist only in the Marketing Cloud. The merchant believes that Salesforce Shield Encryption is a suitable solution.

Which two considerations are relevant for the merchant when determining an appropriate solution?

Choose 2 answers

- A. With Shield, encrypted fields are not visible to the user, but there are no other feature impacts.
- B. With Shield, encrypted fields cannot be used to filter or sort in Process Builder and Flow Builder.
- C. Field-Level Encryption is also required on Marketing Cloud to encrypt the custom fields.
- D. Shield encryption can be done on any standard or custom field on all field types, but cannot be set to encrypt those fields in Marketing Cloud.

Answer: B, D

Explanation:

Question No: 58

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?

- A. Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.



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

Answer: D

Explanation:

Question No: 59

Northern Trail Outfitters (NTO) has an ERP application where all customer orders are stored. There are millions of older records stored in the ERP application and some customers may have thousands of individual orders. Additionally, some orders contain personally identifiable information (PII) that, due to company policy, can only be stored in ERP. NTO would like the five most recent orders displayed on the account page in Salesforce.

What are three justifications for using Salesforce Connect in this solution?

Choose 3 answers

- A. Accessing external data using workflows and triggers
- B. Need access to all external data in near real-time
- C. Integrating external data without writing custom code
- D. The external data is changing frequently
- E. Need real-time access to a small fraction of external data

Answer: B, C, D

Explanation:

Question No: 60

A merchant using B2C Commerce and Service Cloud has a requirement for service agents to order products on behalf of shoppers. In the envisioned scenario, a shopper contacts the service center with an order request, the agent uses the Service Console to find the shopper's account, and initiate an order on behalf of the shopper using payment information provided by the shopper. The merchant is considering the B2C Commerce - Service Cloud Connector for this implementation.

Which three considerations should a Solution Architect keep in mind prior to implementation?

Choose 3 answers

- A. Guests or anonymous storefront shoppers are not supported in this scenario.
- B. B2C Commerce needs to be registered as a remote site.
- C. Service agents need a corresponding storefront login mapped to their Service Cloud user record.
- D. The Service Cloud Connector only supports Person Accounts as a customer model.
- E. The Service Cloud Connector only supports contacts as a customer model.

Answer: C, D

Explanation:

Question No: 61

Given the above OCAPI definitions, which permission or permissions apply?



- A. Allows external applications to create coupons
- B. Allows external applications to create, update, and delete coupons
- C. Allow external applications to create, update, and delete both coupons and coupon codes
- D. Allows external applications to update coupons

Answer: D

Explanation:

Question No: 62

A merchant has complained to the developers that some products are not appearing in the storefront and has asked them to diagnose and solve the issue.

Which two factors might be causing a product to be hidden?

Choose 2 answers

- A. Product has been set to searchable.
- B. Product lacks a price.
- C. Product does not have any images.
- D. Product Available to sell is <1.
- E. Product is not online.

Answer: B, C

Explanation:

Question No: 63

The developer has been given the following business requirement:

The shipping method, "Free Standard Ground Shipping" has an exclusion for products with 'category equals or is child of electronics-televisions.' The marketing department has scheduled a sale offering a "Free Standard Ground Shipping" method for brand XyzTv televisions for the next 3 months.

What method accomplishes this while following best practices'

- A. Create a new shipping method and label it "Free Standard Ground Shipping". Give it the qualifier 'brand equals XyzTv', and add it to the checkout options.
- B. Create an allow list for the existing shipping method by adding a product exclusion for 'brand equals XyzTv' to the exclusion list fo<" "Free Standard Ground Shipping."
- C. Extend the CheckoutShippingServices controller using module.superModule and add an exception for the specified brand.
- D. Extend the code in cartridge/models/shipping/shippingMethod.js using module.superModule and add an exception for the specified brand.

Answer: C

Explanation:

Question No: 64

A merchant is selling a new product line of televisions. In order to deliver a good customer experience, the merchandising team wants the screen size to be incorporated into the search and navigation journey.

Which two things can the developer do to facilitate this for them?



Choose 2 answers

- A. Create a new search refinement for a Boolean value true or false and label it "big screen."
- B. Define a new searchable attribute for Screen Size.
- C. Configure catalog-level search refinement definition for Screen Size.
- D. Configure Screen Size threshold search refinement bucket definitions.

Answer: B, C

Explanation:

Question No: 65

The Home-Show route uses this middleware chain:

```
server.get('Show', consentTracking.consent, cache.applyDefaultCache, function (req, res, next) {  
  // base code here  
});
```

The developer added Home;:s in another cartridge, which is before the original cartridge in the cartridge path, to extend that route but it does not have the middleware chain:

```
server.append('Show', function (req, res, next) {  
  // custom code here  
});
```

Assuming the code is correct on both functions, what is the expected result?

- A. A RunTime error is thrown, "Error: Params do not match route".
- B. The base code executes and then the custom code executes.
- C. The custom code executes and then the base code executes.
- D. The base code executes, but the custom code is ignored because the signature lines do not match.

Answer: A

Explanation:

Question No: 66

A client has a requirement to render different content on the homepage based on if the customer is logged in or guest user.

What should a developer implement to achieve this requirement?

- A. Write specific custom code in the Content Asset for a customer that is a registered, versus unregistered, user.
- B. Set the Content Slot configuration so it is based on the system customer group registered, versus unregistered.
- C. Set the Content Asset configuration for a customer that is a registered, versus unregistered, user.
- D. Add specific custom messages in Page Designer for a customer that is a registered, versus unregistered, user.

Answer: B





Explanation:

Question No: 67

In Log Center, a developer notes a number of Cross Site Request Forgery (CSRF) log entries. The developer knows that this happens when a CSRF token is either not found or is invalid, and is working to remedy the situation as soon as possible.

Which two courses of action might solve the problem?

Choose 2 answers

- A. Add the token in the ISML template.
- B. Extend the CSRF token validity to avoid timeouts.
- C. Delete the existing CSRF whitelists in Business Manager.
- D. Add `csrfProtection.generateToken` as a middleware step in the controller.

Answer: B, C

Explanation:

Question No: 68

Given the SFRA Controller below:

```
01 var server = require('server');
02 var cache = require('*/cartridge/scripts/middleware/cache');
03
04 server.get('Show', cache.applyDefaultCache, function (req, res, next) {
05     viewData = {name: 'my string'};
06     res.render('/pages/mypage', viewData);
07     next();
08 });
09
10 module.exports = server.exports();
```



Why would a JavaScript debugger, that is stopped at line 06, fail to show the `viewdata` variable in the inspection tool?

- A. `cache.applyDefaultCache` is not a valid middleware.
- B. `viewdata` is declared but not assigned.
- C. `viewdata` is assigned but not declared.
- D. `viewdata` is a B2C Script reserved name.

Answer: C

Explanation:

Question No: 69

A developer has a sandbox with code to log a message during execution, and the following code:

```
var Logger = require('dw/system/Logger');
Logger.info(message);
```

After the code executes, the developer does not see any log file with the message in the WebDAV folder. Which two tasks does the developer need to perform to correct this issue?

Choose 2 answers

- A. Request that the developer's account be given permission to the Log Center of the current realm.
- B. Set the root log level to debug.
- C. Check the box for Info under Log Files.
- D. Set the logging global preference to true.

Answer: A, C

Explanation:

Question No: 70

Recent code changes to an existing cartridge do not appear correctly on a Storefront. The developer confirms that the code is uploaded in the IDE and ensures that the cartridge is associated with the sandbox.

Which two additional steps should the developer take to troubleshoot this problem?

Choose 2 answers

- A. Check that the search index was recently rebuilt.
- B. Check the Business Manager site cartridge path.
- C. Check the Storefront site cartridge path.
- D. Check that the correct code version is selected.

Answer: A, C

Explanation:

Question No: 71

A merchant uploads an image using the Content Image Upload module of Business Manager.

Which three modules can the merchant or developer use to display the image on the Storefront? Choose 3 answers

- A. ISML templates
- B. Content assets
- C. Storefront catalogs
- D. Content slots
- E. Payment types

Answer: B, C, D

Explanation:

Question No: 72

There are three logging categories: category1, category1.eu, and category1.us.

In Business Manager, category1 is enabled for WARN level and no other categories are configured.



All custom log targets are enabled.

The code segment below executes.

```
var logger = Logger.getLogger("loggerFile", "category1.eu" );  
logger.warn("This is a log message");
```

What is the result?

- A. Logs will not be written.
- B. Logs will be written to the log file with a prefix loggerFile.
- C. Logs will be written to the log file with a prefix custom-loggerFile.
- D. Logs will be written to the log file with a prefix customwarn.

Answer: C

Explanation:

Question No: 73

Which method is efficient and scalable because it uses the product search index rather than searching the database?

- A. ProductIndexModel.getOrderableProductsOnly()
- B. ProductAvailabilityModel.isOrderable()
- C. ProductSearchModel.getProductSearchHits()
- D. ProductVariant.getModel().getVariants()

Answer: C

Explanation:

Question No: 74

A developer uses the call() instance method of dw.svc.Service to invoke a web service and implemented the callback methods defined by the dw.avc.ServiceCallback class.

Which callback method is required only when invoking a SOAP service?

- A. initServiceClient
- B. createRequest
- C. mockCall
- D. parseResponse

Answer: A

Explanation:

Question No: 75

A merchant has asked their development team to add a new site.

Which two tasks are essential for correct site configuration prior to launch?



Choose 2 answers

- A. Assign a default payment processor.
- B. Assign a default payment method.
- C. Assign a default currency.
- D. Assign a default payment type.
- E. Assign the appropriate taxation type.

Answer: C, E

Explanation:

Question No: 76

A merchant has reported that customers are seeing low stock items at the top of their search results, giving them a subpar customer experience and impacting conversion.

How might this issue be resolved to ensure a better customer journey?

- A. In Business Manager, select Show Orderable Products Only at the root level to hide any products that are currently out of stock.
- B. In Business Manager, enter a higher boost factor for availability in Searchable Attributes.
- C. In Business Manager, set an availability low ranking threshold in Search Preferences.
- D. Create a job that sets all unavailable products to be hidden. Schedule the job to run hourly to clean up the catalog on a regular basis.

Answer: D

Explanation:

