



# B2C-SOLUTION-ARCHITECT<sup>Q&As</sup>

Salesforce Certified B2C Solution Architect

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## QUESTION 1

A company uses PersonAccounts to store customer information in Sales Cloud and now wants to map its customer records in Marketing Cloud. What should a Solution Architect recommend?

- A. Sync Account object using PersonContactId to access the Contact.
- B. Sync Account object using PersonSubscriberId to access the Contact.
- C. Sync Contact object using PersonAccountId to access the Account.
- D. Sync Contact object using PersonSubscriberId to access the Account.

Correct Answer: B

PersonAccounts are a special type of accounts that combine the properties of accounts and contacts. To sync PersonAccounts with Marketing Cloud, the Account object must be used and the PersonSubscriberId field must be mapped to the

Marketing Cloud Contact Key. This field contains the ID of the contact record associated with the PersonAccount.

References:

[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)

## QUESTION 2

A service organization has a long lifecycle for customers that start as a lead and move through opportunity to active and former customer states. The organization wants to use Sales Cloud and Marketing Cloud as their core customer engagement platforms.

Which two considerations should a Solution Architect keep in mind when setting up this multi-cloud use case?

Choose 2 answers A. Set up the contact object with a specific record type 'Lead' that mimics the standard lead object to prevent the duplicate contact from being created in Marketing Cloud.

B. Allow both the lead record to generate a contact in Marketing Cloud and the contact record to generate a contact in Marketing Cloud.

C. Enable the 'Prevent Duplicates for Lead Conversion' setting when configuring Marketing Cloud Connect to prevent converted contacts from generating a duplicate contact.

D. Ensure that when a lead is converted to a contact that the Lead ID is mapped to a custom field on the Contact to be used as the referenced with the Subscriber ID in Marketing Cloud and avoid duplicate records.

Correct Answer: AD

Option A is correct because setting up the contact object with a specific record type 'Lead' that mimics the standard lead object to prevent the duplicate contact from being created in Marketing Cloud is a valid consideration for setting up this multi-cloud use case. This way, the service organization can avoid creating duplicate records in Marketing Cloud when leads are converted to contacts in Sales Cloud, as Marketing Cloud will recognize them as the same subscriber based on their record type and subscriber key. Option D is correct because ensuring that when a lead is converted to a contact that the Lead ID is mapped to a custom field on the Contact to be used as the referenced with the Subscriber ID



in Marketing Cloud and avoid duplicate records is a valid consideration for setting up this multi-cloud use case. This way, the service organization can avoid creating duplicate records in Marketing Cloud when leads are converted to contacts in Sales Cloud, as Marketing Cloud will recognize them as the same subscriber based on their Lead ID and Subscriber ID. Option B is incorrect because allowing both the lead record to generate a contact in Marketing Cloud and the contact record to generate a contact in Marketing Cloud is not a valid consideration for setting up this multi-cloud use case, as it would create duplicate records in Marketing Cloud when leads are converted to contacts in Sales Cloud, unless they have matching subscriber keys. Option C is incorrect because enabling the 'Prevent Duplicates for Lead Conversion' setting when configuring Marketing Cloud Connect to prevent converted contacts from generating a duplicate contact is not a valid consideration for setting up this multi-cloud use case, as this setting does not prevent duplicates from being created in Marketing Cloud, but rather prevents duplicates from being created in Sales Cloud when leads are converted. References: [Get Started with B2C Solution Architect Cert Prep - Trailhead] [Certification - B2C Solution Architect - Trailhead] B2C Solution Architect Certification Guide | Salesforce Ben

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### QUESTION 3

Northern Trail Outfitters (NTO) recently implemented the Service Cloud Connector between B2C Commerce and Service Cloud. They released a new feature that allows customers to add their favorite National Park to their profile. After an attempt to help a customer, a

service agent informs the Director of IT that they cannot see or update the new National Park value on the profile in the Service Cloud console.

What should the Solution Architect keep in mind to avoid data exchange issues after implementation?

- A. Check the fieldMapping custom settings in Service Cloud to confirm the nationalParks attribute was mapped from the Commerce Profile to the Service Contact
- B. Check the field-level security for nationalParks is set to read only
- C. Check that the nationalParks value was added to the Profile Custom Object in B2C Commerce
- D. Check that the nationalParks value is defined in the json of the B2C Commerce Customer Data API

Correct Answer: A

The fieldMapping custom settings in Service Cloud define how the attributes from the Commerce Profile are mapped to the fields on the Service Contact. If the nationalParks attribute was not mapped, then the service agent would not be able

to see or update it in the Service Cloud console.

References:

[https://help.salesforce.com/s/articleView?id=sf.b2c\\_service\\_cloud\\_connector\\_field\\_mapping.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.b2c_service_cloud_connector_field_mapping.htm&type=5)

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### QUESTION 4

Universal Containers (UC) is in the process of implementing a B2C Commerce site for their storefront, and Experience Cloud for their support and help desk. UC wants to ensure that there is a single login and data experience between the two sites while also being relatively seamless.

Given the need for a single login experience, what should the primary system be for all authentication?



- A. Salesforce Identity
- B. B2C Commerce
- C. Service Cloud
- D. Experience Cloud

Correct Answer: A

This answer is correct because it is the primary system that should be used for all authentication between B2C Commerce site and Experience Cloud site. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and

Experience Cloud, and it can provide a single login and data experience between the two sites. Salesforce Identity can also store customer profile data in a single place and sync it across systems.

References:

[https://help.salesforce.com/s/articleView?id=sf.b2c\\_commerce\\_service\\_cloud\\_integration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5)

## QUESTION 5

A company is planning a promotion during the holiday season and will include retail stores as an inventory source exposed only on their commerce storefront. However, they are concerned about the risk of overselling due to a heavily marketed pre-holiday product launch.

In which three ways should a Solution Architect define an architectural solution to both mitigate the risk of overselling and allow for a positive customer service experience in the event inventory falls short?

Choose 3 answers

- A. Use Service Cloud to text all registered customers when any product comes back in stock.
- B. Call real-time inventory services directly throughout the product grid and checkout experience to ensure accurate inventory count for every available SKU is displayed to the shopper.
- C. Use Order Management capabilities to support the redirection of orders placed to warehouses or stores showing Inventory for all, or most, of the SKU-level products in the order.
- D. Use both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock.
- E. Call real-time inventory services on product and cart pages to confirm that inventory has not changed.

Correct Answer: BCE

A real-time inventory service is a service that allows accessing and displaying the current inventory levels of products or SKUs across different locations or sources, such as warehouses or stores. A real-time inventory service can help provide accurate and consistent inventory information to customers and staff, avoid overselling or underselling products, and optimize order fulfillment and delivery processes. To define an architectural solution that both mitigates the risk of overselling and allows for a positive customer service experience in the event inventory falls short, a Solution Architect should include the following ways: Call real-time inventory services directly throughout the product grid and checkout experience to ensure accurate inventory count for every available SKU is displayed to the shopper. By calling real-time inventory services directly throughout the product grid and checkout experience, the Solution Architect can provide up-to-date and reliable inventory information to shoppers on every page where they can view or select products or SKUs. This



can help prevent shoppers from adding out-of-stock items to their cart or placing orders that cannot be fulfilled. Use Order Management capabilities to support the redirection of orders placed to warehouses or stores showing inventory for all, or most, of the SKU-level products in the order. By using Order Management capabilities, such as Salesforce Order Management or B2C Commerce Order Management, the Solution Architect can support the redirection of orders placed to different locations or sources based on their inventory availability and other factors, such as cost, speed, or sustainability. This can help optimize order fulfillment and delivery processes, reduce shipping costs and delays, and increase customer satisfaction. Call real-time inventory services on product and cart pages to confirm that inventory has not changed. By calling real-time inventory services on product and cart pages, the Solution Architect can confirm that inventory has not changed since the last page load or refresh. This can help detect any discrepancies or conflicts between the displayed inventory information and the actual inventory levels, such as when another shopper has purchased the same item in the meantime. This can help avoid overselling products or disappointing customers with inaccurate inventory information. Option A is incorrect because using Service Cloud to text all registered customers when any product comes back in stock is not a way to mitigate the risk of overselling or allow for a positive customer service experience in the event inventory falls short. Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud does not provide any functionality or capability related to real-time inventory services or order management. Option D is incorrect because using both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock is not a way to mitigate the risk of overselling

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