

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

Salesforce Certified B2C Commerce Architect

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## QUESTION 1

The Client identifies that a segment of customers need to see some products on the site that other customers should not be able to access. All products are maintained within one catalog but in separate categories. A custom attribute will be used on the ProfileSystem object to identify customers that belong to this special segment. A customer group will be made that is qualified for by this Profile custom attribute. The storefront will be customized to include navigation to relevant categories for this customer group.

Unfortunately during technical review the Client points out that the business teams have raised a concern with maintenance and want to use a shared navigation within the catalog and not use separate categories.

Which item should the Architect suggest to efficiently fulfil this new requirement while maintaining scalability?

- A. Customize the Storefront to use a hidden search refinement that if the user is in the customer group then the result includes those products with a new custom attribute.
- B. Customize the Storefront to use separate storefront catalogs with the same navigation that if the customer is in the customer group gets assigned products appropriately.
- C. Customize the Storefront to modify the search result that if the user is in the customer group then the result includes those products appropriately.
- D. Customize the Storefront to use a hidden search refinement and modify the customer group to be qualified for by a new product custom attribute

Correct Answer: C

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## QUESTION 2

A client has just pushed a new site live to Production. However during smoke testing, it's found that some customers are not seeing the correct pricing on the Product Detail Page.

What three places would the Architect begin to look for the cause of this issue? Choose 3 answers

- A. Check Log Center
- B. Check the Quota Status page.
- C. Check the Global Preferences to be sure the settings are correct.
- D. Check that there was not an error during replication.
- E. Check that the cache is set correctly

Correct Answer: BDE

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## QUESTION 3

A company manages its regional operations as separate businesses. The regional sites (Site A and Site B) operate

with:

1.

Separate realms

2.

Deferent code bates

3.

Different category navigation menus

4.

Frequent updates on category structure

The requirement from the business is to provide hreflang link tags on category pages pointing to the same category on the other regional site. Example MTML for one of these links as displayed on Site A is:

```
<link rel="alternate" href="https://www.siteB.com/en_US/womens-new-arrivals" hreflang="en_US" />
```

Which solution should the Architect choose while keeping performance in mind?

- A. Create a new custom attribute on the Category. Populate the attribute with the other entire site URLs corresponding to locales In JSON Format. Use the attribute to display the hreflang link tag.
- B. Create a new custom object type Populate the hreflang mapping for each category and locale in this custom object. Use the custom object to display the hreflang link tag.
- C. Create additional locales in al realms create a new custom attribute on the category that is localized. Populate the attribute with the other site URLs and use it to display the hreflang tag.
- D. Create a custom Business Manager module. Ask the business to maintain the hreflang link tags for each regional site in this Business Manager module.

Correct Answer: A

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## QUESTION 4

A new project for a Client will involve a few different Integrations to their middleware system resulting in four different web services. All will use the same credentials to the middleware. Each will have the same timeout, but will require a separate log file prefix.

How should the Architect set this up with the Service framework using a minimal set of configuration?

- A. Four Service Configurations. Four Service Profiles, One Service Credential
- B. Four Service Configurations. Four Service Profiles, Four Service Credentials

C. Four Service Configurations, One Service Profile, One Service Credential.

D. One Service Configuration, Four Service Profiles, One Service Credential.

Correct Answer: C

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## QUESTION 5

The client provided these business requirements:

1.

The B2C Commerce platform will integrate with the Client's Order Management System (OMS).

2.

The OMS supports Integration using REST services.

3.

The OMS is hosted on the Client's infrastructure. What configurations are needed for this integration with the OMS?

A. A service configuration, a hostname alias configuration, and a user credential configuration.

B. A service profile configuration, a WAF configuration, and a service credential configuration.

C. A service configuration, a service profile configuration, and a user credential configuration.

D. A service configuration, a service profile configuration, and a service credential configuration.

Correct Answer: D

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## QUESTION 6

An Architect is performing an audit of production logs via Log Center and finds some potentially dangerous custom log output.

**When**

1 minute, 8 seconds ago

**Timestamp**

2018-04-11 13:00:19.409

**Severity**

INFO

**Hostname**

blade2-3.mon.demandware.net

**Domain**

Sites-NTO-Site

**Request**

STOREFRONT

**Category**

custom

**Thread**

```
PipelineCallServlet|32665673|Sites-NTO-Site|COPlaceOrder-Submit|PipelineCall|G02U-  
2j1CppUHELDt1bCP9tYK4eJyqKzmVQkWBbegLatTjbtG0foT8-3l2yeHjjCQXZH5QInuBQGhk8lgZYvEQ==  
[] order: 867173; email: peter@family.guy; firstName: Peter; lastName: Griffin;  
address: 31 Spooner St; city: Quahog; state: RI; country: US;  
nameOnCard: "Peter L. Griffin"; card: 4215837137516263; type: visa; code: 387; exp: 12/2023;
```

In which two ways is this log output improper in a production environment? Choose 2 answers

- A. The log information includes the customer's card name as it appears along with the credit card number (PAN), which violates PCI.
- B. The log information includes the customer's card CV (card security code) and expiration date, which violates PCI.
- C. Information logs should not be used in a production environment
- D. The log information includes the order number and customer's email, which violates PCI.

Correct Answer: AD

**QUESTION 7**

A Retailer has a single storefront site and a Product Management System (PIM). The PIM is generating the master catalog and storefront categorization catalog every day and is uploading them to SFTP. How should the Architect configure the import job flows following the best practices?

- A. 1st flow is global to download the files from SFTP. 2nd flow is global to import the master catalog. 3rd flow is global to import the storefront catalog.
- B. 1st flow is global to download the files from SFTP. 2nd flow is global to import the storefront catalog. 3rd flow is global to import the master catalog.
- C. 1st flow is assigned to the site to download the files from SFTP. 2nd flow is assigned to the site to import the master catalog. 3rd flow is global to import the storefront catalog.
- D. 1st flow is assigned to the site to download the files from SFTP. 2nd flow is assigned to the site to import the storefront catalog. 3rd flow is global to import the master catalog.

Correct Answer: A

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## QUESTION 8

The Client is Crowing and decided to migrate its ecommerce website to B2C Commerce. The Client provided the Architect with the f metrics for its existing website over the past 12 months and forecasted into the next year:

|                                    |         |
|------------------------------------|---------|
| <b>Average visits per hour</b>     | 500     |
| <b>Peak visits per hour</b>        | 1000    |
| <b>Average page views per hour</b> | 10000   |
| <b>Peak page views per hour</b>    | 20000   |
| <b>Average orders per hour</b>     | 100     |
| <b>Peak orders per hour</b>        | 250     |
| <b>Average items per order</b>     | 2.1     |
| <b>Average order value</b>         | 300 USD |
| <b>Expected growth percentage</b>  | 300     |

Noting these historical metrics and the forecasted growth of 300%, which load test targets meet best practices for testing the new B2C Commerce site?

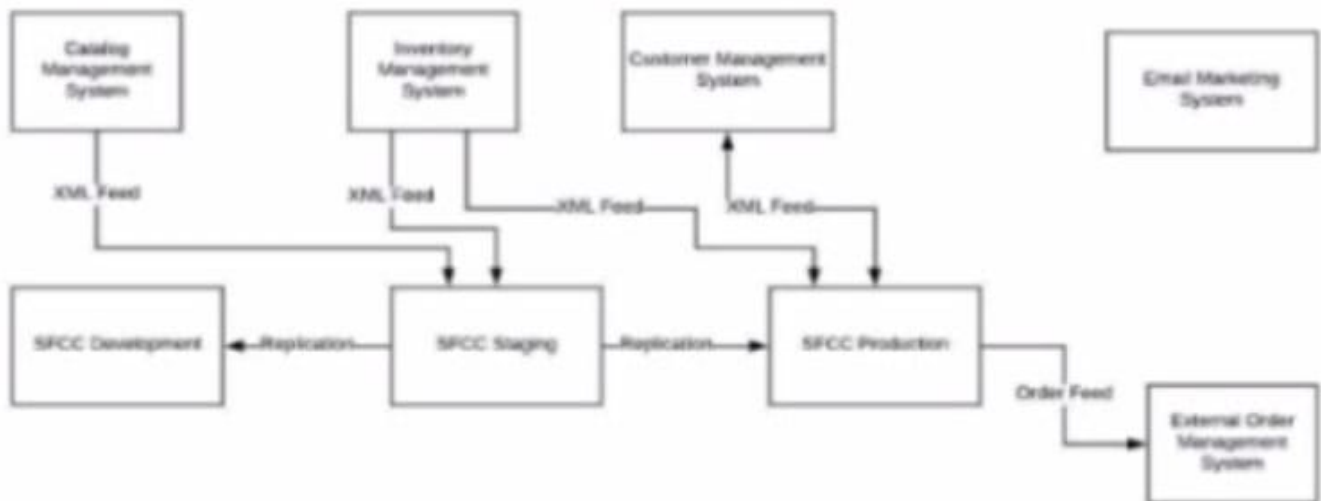
- A. 15000 visits per hour, 300000 page views per hour, and 3750 orders per hour
- B. 150000 visits per hour, 3000000 page views per hour, and 37500 orders per hour
- C. 1500 visits per hour, 30000 page views per hour, and 375 orders per hour
- D. 3000 visits per hour, 60000 page views per hour, and 750 orders per hour

Correct Answer: C

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## QUESTION 9

The Client currently manages Customers, Inventory, and Product Information with dedicated backend systems as shown In the Systems Diagram below. There is also an external Email Marketing System (EMS) in place. The EMS needs order data to email recommendations to customers using an existing email campaign. These recommendations should be to only send for products that are in stock. The EMS has no access to the backend systems so this data should come from the Salesforce B2C Commerce site.



Which relationships should be added to the Systems Diagram to complete it and fulfill the requirements necessary for the email campaign?

- A. Order, Customer, and Product data should be exported from Staging. Inventory data should be exported from Production.
- B. Order, Customer, and Inventory data should be exported from Production. Product data should be exported from staging.
- C. Order and Customer data should be exported from Production. Product and Inventory data should be exported from Staging.
- D. Order and Inventory should be exported from Production. Products should be exported from Staging. Customers should be exported from the external Customer Management System.

Correct Answer: C

## QUESTION 10

The following promotions are configured with no exclusivity (can be combined with any other promotion) in a -1month campaign:

1.  
Free correct- in -store shipping
2.  
20% accessories products discount, applies for all customers
3.  
\$5 off coupon based discount, sent to a selected group of customers

The combination of above promotions allows customers to get 16 socks for free in store. This was unintended, and the Client is considering disabling the coupon. The Client is concerned about a potential spike in the number of Call Center

calls from customers who had the coupon code added to their baskets before it was disabled. As basket lifetime is set to 30 days for all customers, this can continue for the full length of the campaign.

What solution should the Architect suggest to keep the Call Center calls to a minimum?

- A. Disable the coupon code. Clear the production cache from the Business Manager to clear existing baskets.
- B. Disable the coupon code. Email all the customers to not use the coupon code in their baskets.
- C. Disable the coupon code. Restart the production instance from control Center to clear existing baskets.
- D. Disable the coupon code. Reduce the basket lifetime in Business Manager to expire some of the existing baskets

Correct Answer: D

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## QUESTION 11

The Client wants to offer custom made container products on its new B2C Commerce storefront. The Client provided two business requirements.

1.

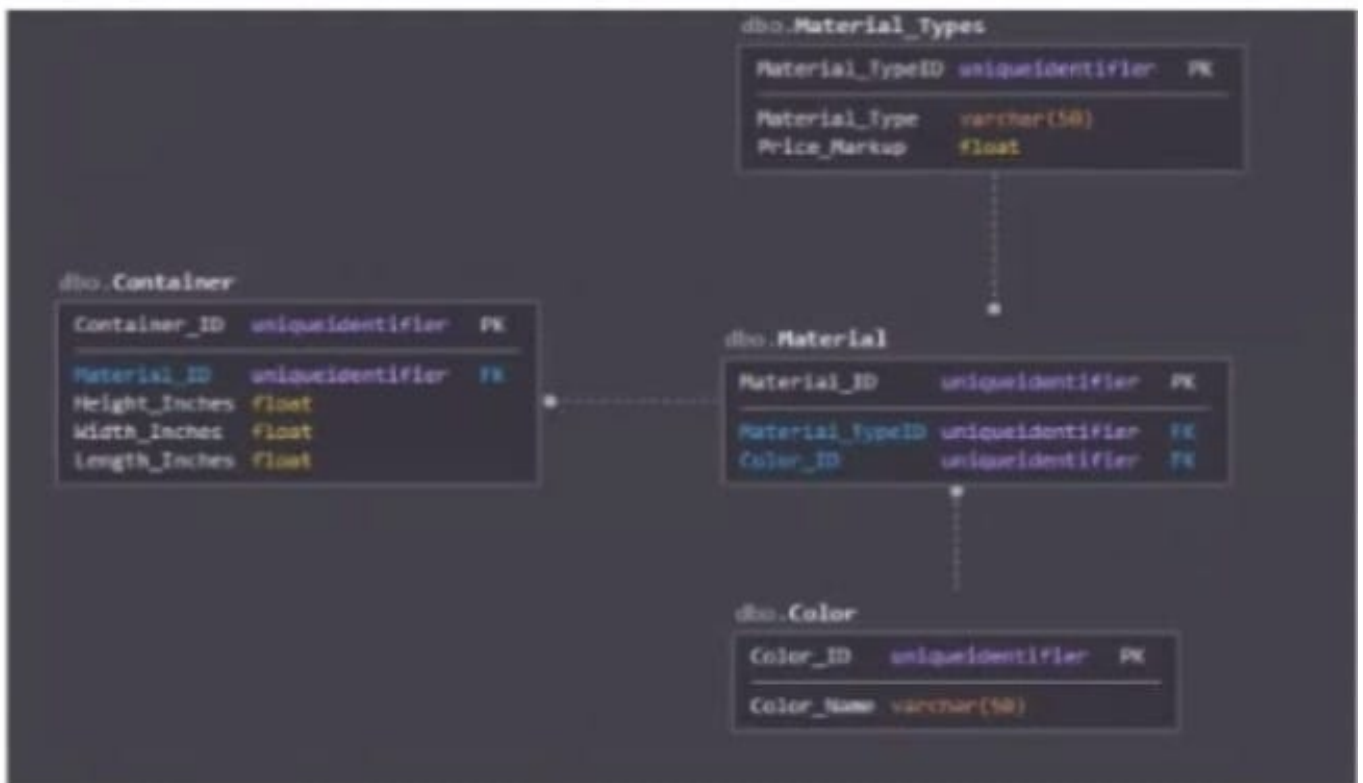
Customer can specify container length, width, and height.

2.

Customer can specify the material that the container is made of.

The Client also provided the Architect a current data schema (shown below) for reference while preparing the technical documentation.





Which two gaps between the requirements and the data schema should the Architect discuss with the Client? Choose 2 answers

- A. The data schema includes unique identifiers for material and color fields, but neither are reflected in the business requirements.
- B. The data schema includes an implied structure that the customer's choices should be captured as custom objects, but there isn't a business requirement to do so
- C. The data schema includes a material Price\_Markup field, but there isn't a business requirement to factor the material cost into the final price calculation.
- D. The data schema includes a Color\_ID field, but there isn't a business requirement to allow the customer to specify container color.

Correct Answer: CD

## QUESTION 12

The Client has just acquired a new brand and wants to integrate the new brand's current ecommerce site into a current realm as a new site. The acquisition has its own Enterprise Resource Planning (ERP) system for product data and inventory. The new site will use the existing realm's Order Management System (OMS) and Customer Relationship Management (CRM) system.

What two requirements does the Architect need to keep in mind when creating the technical specification document? Choose 2 answers

- A. A new customer export Job must be created to export customers.
- B. A new product Import Job must be created to manage products.
- C. A new inventory Import Job must be created to manage inventory.
- D. A new order export job must be created to export orders.

Correct Answer: BC

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### QUESTION 13

An ecommerce site has dynamic shipping cost calculation. it allows the customers to see their potential shipping costs on the Product Detail Page before adding an item to the cart. For this feature, shipping touts are calculated using the following logic:

1.

Set the shipping method on the Basket

2.

Add the item to the basket, calculate the basket total and get the shipping cost for this method

3.

Remove the item from the Basket to restore the original state

4.

The above process is repeated for each shipping method

During the testing it was discovered that the above code violates the `spi.basket.addResolveInSameResquest` quota.

What should the Architect do to resolve this issue and maintain the business requirement?

- A. Omit the removal of the Item and speed up the process for the customer by adding the product to the basket for them.
- B. Omit the calculation of shipping cost until the customer is ready to check out and has chosen the shipping method they want to
- C. Wrap each Individual step of the process its own transaction Instead of using one transaction for all steps.
- D. Wrap the adding of product and shipping cost calculation in a transaction which Is then rolled back to restore the original state

Correct Answer: B

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## QUESTION 14

A Client has automated builds that deploy the code; however, recent builds started failing with compilation issues, which are not reproducible in developer's environment. What first step needs to be taken to identify and fix the issue?

- A. Clean up build server work space and run job again.
- B. Verify the modules versions used to generate the code.
- C. Verify the generated JavaScript and CSS for the build.
- D. Recreate the job in the build server to verify compilation issues.

Correct Answer: B

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## QUESTION 15

During a technical review, the Client raises a need to display product pricing on the Product Detail Page (PDP) with discounted values per promotion. The Client notes customers complained of bad user experiences in the past when they would add a product to the basket from the cached PDP and then see a higher price when they started checkout as the promotion had expired.

What should the Architect suggest be implemented for this given that performance should be minimally impact?

- A. Remove caching of the product page during the promotion.
- B. Adjust the PDP to have a low caching period during the promotion.
- C. Modify the page to vary the cache by price and promotion.
- D. Create a separate template or view based on the promotion.

Correct Answer: C

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