



Certification Exam Guide

SALESFORCE CERTIFIED B2C COMMERCE DEVELOPER

Winter '19

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ABOUT THE SALESFORCE CERTIFIED B2C COMMERCE DEVELOPER CREDENTIAL

The Salesforce Certified B2C Commerce Developer credential is designed for individuals who have experience as full stack developers for Salesforce B2C Commerce Digital. This credential is targeted toward Salesforce customers, partners, and employees who want to demonstrate their knowledge and skills in using the B2C Commerce Digital to develop an eCommerce solution, such as: setting up the development environment, working with the Digital data model, working with site content, using Business Manager to perform site configuration tasks, using scripts to extend site business logic, interacting with external applications, optimizing site performance, and troubleshooting common issues.

SECTION 1. PURPOSE OF THIS EXAM GUIDE

This Exam Guide is designed to help candidates evaluate their readiness to pass the Salesforce Certified B2C Commerce Developer exam. This guide provides information about the target audience for the certification exam, recommended training and documentation, and a complete list of exam objectives; all with the intent of helping candidates achieve a passing score. Salesforce highly recommends a combination of on-the-job experience, and self-study to maximize the likelihood of passing the exam.

SECTION 2. AUDIENCE DESCRIPTION: SALESFORCE CERTIFIED B2C COMMERCE DEVELOPER

The Salesforce Certified B2C Commerce Developer generally has three to six months of experience in a B2C Commerce Developer role and has the skills and knowledge of the following concepts:

- Has knowledge of how the elements of a B2C Commerce Digital site interact.
- Can create cartridges to add reusable functionality to a site.
- Has knowledge of the elements contained within SiteGenesis.
- Can describe the behavior of pipelines in existing sites or LINK cartridges.
- Can create and troubleshoot JavaScript controllers to add business logic to a site.
- Can create reusable code using ISML templates.
- Can use Digital Script API packages to manipulate site elements.
- Can use the Forms Framework to control the validation, rendering, and storing consumer-entered values.
- Can create and manage jobs using the job scheduler.
- Can use Open Commerce APIs and Web Services.
- Can use appropriate techniques to troubleshoot issues with site code or site configuration as well as optimize site performance.

A candidate for this exam will likely need assistance with:

- Troubleshooting front end tool installation and IDE if the developer encounters issues.
- Using front-end build tools, such as those included with SiteGenesis.
- Replicating code and data using the appropriate instances of the B2C Commerce Digital infrastructure.
- Architecting solution elements.
- Managing Certificates and private keys.
- Establishing firewall rules for integrations.

A candidate for this exam is not expected to know how to do the following:

- Design a site, build complex sites, or create complex integrations.
- Perform administrative tasks (e.g., maintain a Primary Instance Group, use Control Center for administrative tasks, whitelist IP addresses).
- Use cartridges from the B2C Commerce Community Suite.

- Know any particular development lifecycle methodology.

Typical job roles a Salesforce Certified B2C Commerce Developer candidate may include:

- Front End Developer
- Full Stack Developer
- Technical Architect

SECTION 3. ABOUT THE EXAM

The Salesforce Certified B2C Commerce Developer exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions
- Time allotted to complete the exam: 105 minutes
- Passing Score: 70%
- Registration fee: USD 200, plus applicable taxes as required per local law
- Retake fee: USD 100, plus applicable taxes as required per local law
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment. Click [here](#) for information on scheduling an exam.
- References: No hard-copy or online materials may be referenced during the exam.
- Prerequisite: None

SECTION 4. RECOMMENDED TRAINING AND REFERENCES

As preparation for this exam, Salesforce recommends a combination of: hands-on experience, training course completion, and self-study.

The following are links to self-study resources that are associated with the areas listed in the Exam Outline section of this exam guide:

[Xchange Community*](#)

[Commerce Cloud Digital online documentation](#)

Click [here*](#) for information on how enroll in instructor-led courses and launch online learning courses.

Courses recommended for this exam:

GEN 001 Getting Started with Demandware

DEV 001 Demandware Platform Architecture Overview

CCD 101 Developing for Digital I

CCD 201 Developing for Digital II

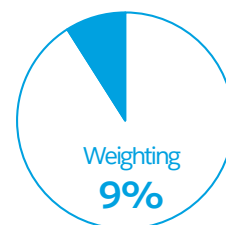
*Please note that you will need an Xchange Community username and password to access the Xchange Community. To obtain access to the Xchange Community, please contact your B2C Commerce Account Manager.

SECTION 5. EXAM OUTLINE

The Salesforce Certified B2C Commerce Developer exam measures a candidate's knowledge and skills related to the following objectives. A candidate should have hands-on experience with B2C Commerce and should be able to demonstrate knowledge and expertise in each of the areas below.

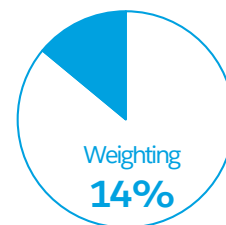
ENVIRONMENT SETUP

- Given a sandbox instance and Eclipse IDE, install UX Studio and upload code to the sandbox environment.
- Given a sandbox instance and data import files, import files using Business Manager Import/Export modules.
- Given the code for a storefront site, add the correct sequence of cartridge names to the provided cartridge path.
- Given a sandbox instance and UX Studio connection, troubleshoot file synchronization issues between UX Studio and the sandbox environment.



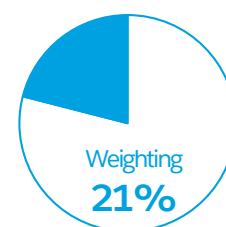
DIGITAL ARCHITECTURE

- Given a Business Manager task, work with the product data model to manage products, their categorization, and associated inventory.
- Given a configuration task, use Business Manager to work with storefront data to complete a storefront order.
- Given a configuration task, use Business Manager to work with Content Assets, Content Slots, and Content Folders.



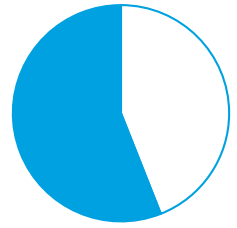
DATA MANAGEMENT/BUSINESS MANAGER USAGE

- Given a business requirement, modify site search preferences and settings to enable searching for a specified product attribute.
- Given a business requirement, create a new search refinement definition that can be used on the storefront.
- Given existing code and a sandbox instance, enable and access logging category in Business Manager.
- Given business requirements, pass data to a downstream system; extend the storefront to expose a new attribute on an existing system object type.
- Given business requirements, create a custom object type to store a custom data type.
- Given a performance issue and sample code, determine the faulty cache configuration and identify the cause.
- Given a specification and a sandbox instance, configure OCAPI permissions for Data and Shop APIs.



APPLICATION DEVELOPMENT

- Given a development task, create ISML templates that use the following ISML functionality: local include, remote include, modules, and components.
- Configure and use the debugger to inspect script and pipeline functions.
- Given a requirement, create a JavaScript controller that leverages a script and renders a template/JSON.
- Given a coding scenario, modify a JavaScript controller to alter the control logic.
- Given a requirement, modify the appearance of a form, add validation and CSRF protection, and use bindings to process fields.
- Given localization requirements, implement and enhance templates, form definitions, static files, properties files, and persistent object attributes to ensure that localized pages are displayed as expected.
- Given a logging task, write code that logs non-sensitive data to custom log files with different log levels.
- Given a requirement and a simple service specification, integrate and deploy using Service framework.
- Given a use case, extend functionality with a hook that is not previously defined in hooks.json.
- Given code that violates documented best practices, identify the issues and modify the code to conform to best practices including performance & scalability.
- Given a business requirement, use OCAPI Shop and Data APIs to enable interoperability with an external system.



Weighting
56%

SECTION 6. SAMPLE EXAM QUESTIONS

The following questions are representative of those on the Salesforce Certified B2C Commerce Developer exam. These questions are *not* designed to test your readiness to successfully complete the certification exam, but should be used to become familiar with the types of questions on the exam. The actual exam questions may be more or less difficult than this set of questions.

1. A business user wants to add a link to a category page in the body of a content asset. The category's ID is: `mens-jeans`.

Which link function will generate the correct link?

Choose One

- A) ``$url('Search-Show', 'cgid', 'mens-jeans')$``
- B) ``$httpUrl('Search-Show', 'cid', 'mens-jeans')$``
- C) ``$include('Products-Show', 'cgid', 'mens-jeans')$``
- D) ``$url('Products-Show', 'cid', 'mens-jeans')$``

2. A Developer has been asked to configure a content slot with featured products.

Which two slot content types can the developer configure to achieve the requirement?

Choose Two

- A) Content Asset
- B) HTML
- C) Product
- D) Recommendation

3. Given the resource bundle files below:

The file `hello.properties` contains:

```
greeting=Hello!
```

The file `hello_fr.properties` contains:

```
greeting=Bonjour!
```

Which sample code returns the value from the greeting key in `hello_fr.properties`?

Choose One

- A) `dw.web.Resource.msg('greeting_fr', 'hello', null)`
 - B) `dw.web.Resource.msg('greeting', 'hello_fr', null)`
 - C) `dw.web.Resource.msg('greeting', 'hello', 'fr')`
 - D) `dw.web.Resource.msg('greeting', 'hello', null)`
4. A Developer is tasked with converting the Universal Containers site from using pipelines to using controllers. As a temporary fix, the Developer wants to call the Account-Login pipeline from a new controller and return to the new controller after login. The Account-Login pipeline has a login form.

What should the Developer do to accomplish this?

Choose One

- A) Convert the Account-Login pipeline to a controller.
- B) Use the `Pipeline.execute()` method to call the Account-Login pipeline.
- C) Use the `Pipeline.call()` method to call the Account-Login pipeline.
- D) Add a URL Redirect to the Account-Login pipeline.

SECTION 7. ANSWERS TO SAMPLE EXAM QUESTIONS

1. A
2. C & D
3. D
4. A

SECTION 8. MAINTAINING A CERTIFICATION

One of the benefits of holding a Salesforce credential is always being up to date on new product releases. Our release exams are designed to ensure you have the latest information you need to be a successful Salesforce Certified expert.

Bookmark these useful resources for maintaining your credentials:

- [Maintenance Exam Due Dates](#)
- [Verify Your Certification Status](#)
- [Overall Maintenance Requirements](#)

Don't let your hard-earned credential expire! Once you earn the credential, if you do not complete all maintenance requirements by the due date, your credential will expire, or in some cases, become suspended. For more information, click [here](#).

ABOUT TRAILHEAD

Trailhead is your path into the Salesforce economy. It's the fun way to learn the skills you need to transform your company, earn credentials that grow your career, and connect with a global movement of Trailblazers to continue learning together.

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*The fun way to
learn Salesforce*

LEARN

Learn at your own pace,
from our experts, and
your peers.

EARN

Earn points, badges, and
skill-based credentials
that grow your resume.

CONNECT

Connect with fellow
Trailblazers to learn, inspire,
and blaze new trails.

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