

# Salesforce B2B Commerce Administrator Practice Exam (Sample)

## Study Guide



**Everything you need from our exam experts!**

**This is a sample study guide. To access the full version with hundreds of questions,**

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# Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

# How to Use This Guide

**This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:**

## **1. Start with a Diagnostic Review**

**Skim through the questions to get a sense of what you know and what you need to focus on. Don't worry about getting everything right, your goal is to identify knowledge gaps early.**

## **2. Study in Short, Focused Sessions**

**Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations, and take breaks to retain information better.**

## **3. Learn from the Explanations**

**After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.**

## **4. Track Your Progress**

**Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.**

## **5. Simulate the Real Exam**

**Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.**

## **6. Repeat and Review**

**Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning.**

## **7. Use Other Tools**

**Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.**

**There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly — adapt the tips above to fit your pace and learning style. You've got this!**

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## **Questions**

- 1. What aspect of user experience is crucial for retaining customers in B2B Commerce?**
  - A. Comprehensive product catalogs**
  - B. High-quality customer service**
  - C. Fast and efficient navigation**
  - D. Clear pricing strategies**
- 2. What is a payment gateway in B2B Commerce?**
  - A. A service that facilitates shipping logistics**
  - B. A service that processes credit card payments for online businesses**
  - C. A tool for managing customer relationships**
  - D. A method for tracking inventory levels**
- 3. Where can you edit the Product Detail Page (PDP) in Salesforce Experience Builder?**
  - A. Site Configuration**
  - B. Digital Experience**
  - C. User Interface Settings**
  - D. Page Layout Assistance**
- 4. What action must be performed to update category visibility in the storefront?**
  - A. Reconfigure the category settings**
  - B. Modify visibility settings in the product catalog**
  - C. Adjust settings in the navigation logic**
  - D. Refresh the storefront for updates**
- 5. What feature does Salesforce Reports provide to businesses in B2B Commerce?**
  - A. A tool for managing user permissions**
  - B. A method for tracking employee performance**
  - C. An analysis of sales performance and customer behavior**
  - D. A platform for creating social media campaigns**



- 6. How does B2B Commerce facilitate account-based marketing?**
- A. By targeting specific business accounts**
  - B. By lowering product prices for all customers**
  - C. By increasing social media presence**
  - D. By standardizing marketing messages**
- 7. Which permission set is required for the Buyer Manager profile?**
- A. B2B Commerce Super User**
  - B. Salesforce Administrator**
  - C. Commerce Analyst**
  - D. Catalog Manager**
- 8. How can B2B Commerce businesses track performance metrics?**
- A. By using social media engagement tools**
  - B. Through Salesforce Reports and Dashboards**
  - C. By relying on customer feedback only**
  - D. By conducting annual reviews**
- 9. How can an admin effectively manage accounts in Salesforce B2B Commerce?**
- A. By generating automated reports**
  - B. By adding Related Lists to the Account page layout**
  - C. By limiting account visibility to administrators only**
  - D. By integrating third-party applications**
- 10. What field types can an admin set as filterable fields for Search in B2B Commerce?**
- A. Text Field and Number**
  - B. Date and Time**
  - C. Checkbox and Multi-Picklist**
  - D. Checkbox, Picklist (multi), and Picklist**

## **Answers**

1. C
2. B
3. B
4. C
5. C
6. A
7. A
8. B
9. B
10. D

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## **Explanations**

## 1. What aspect of user experience is crucial for retaining customers in B2B Commerce?

- A. Comprehensive product catalogs
- B. High-quality customer service
- C. Fast and efficient navigation**
- D. Clear pricing strategies

Fast and efficient navigation is a critical aspect of user experience in B2B Commerce because it directly impacts how easily customers can find products and complete their purchases. A well-designed navigation system allows users to quickly locate the information they need, which minimizes frustration and enhances the overall shopping experience. When customers can move smoothly through the platform without encountering obstacles, they are more likely to complete their transactions and return for future purchases. Efficient navigation can contribute to a streamlined ordering process, which is essential in a B2B context where time is often of the essence. If users can navigate quickly to relevant product categories, filters, and search results, it reduces the likelihood that they will abandon their carts out of frustration over a cumbersome process. Other aspects like comprehensive product catalogs, high-quality customer service, and clear pricing strategies also play vital roles in the overall customer experience but are secondary to the immediate impact of how easily a user can navigate the platform. If navigation isn't efficient, even with great products, service, and pricing, customers may still choose to leave and look for alternative solutions.

## 2. What is a payment gateway in B2B Commerce?

- A. A service that facilitates shipping logistics
- B. A service that processes credit card payments for online businesses**
- C. A tool for managing customer relationships
- D. A method for tracking inventory levels

A payment gateway in B2B Commerce refers to a service that processes credit card payments for online businesses. This is essential in the context of e-commerce, as it provides a secure and efficient way for customers to complete their transactions. The payment gateway acts as an intermediary between the customer, the merchant, and the financial institutions involved, facilitating the authorization and transfer of funds during a purchase. This capability is crucial for businesses looking to allow customers to pay through various methods, ensuring a smooth and reliable transaction process. Payment gateways typically handle multiple aspects of payment processing, including encryption of sensitive payment information, fraud detection, and compliance with regulations such as PCI DSS. While the other options address important components of business operations, they do not pertain specifically to the functionality or purpose of a payment gateway. For instance, logistics and shipping are managed through different systems, customer relationship tools focus on customer data and engagement, and inventory tracking is a separate process altogether. Therefore, focusing on the secure processing of online payments distinctly identifies option B as the correct answer in the context of B2B Commerce.

### **3. Where can you edit the Product Detail Page (PDP) in Salesforce Experience Builder?**

- A. Site Configuration**
- B. Digital Experience**
- C. User Interface Settings**
- D. Page Layout Assistance**

The Product Detail Page (PDP) in Salesforce Experience Builder is primarily edited within the Digital Experience. This functionality allows administrators and developers to customize the layout, components, and overall design of the PDP to meet specific branding and user experience requirements. In the context of Salesforce B2B Commerce, the Digital Experience encompasses the various components and pages that can be created and adjusted to enhance the online shopping experience. You can include elements such as product images, descriptions, pricing, and related products, all tailored to fit the needs of your business and customers. While other choices reference important aspects of Salesforce, such as configurations and user interface settings, they do not directly pertain to the experience of editing specific pages like the PDP. The Digital Experience setting provides the tools necessary for comprehensive design and layout modifications, making it the correct choice for this task.

### **4. What action must be performed to update category visibility in the storefront?**

- A. Reconfigure the category settings**
- B. Modify visibility settings in the product catalog**
- C. Adjust settings in the navigation logic**
- D. Refresh the storefront for updates**

To update category visibility in the storefront, it is essential to adjust settings in the navigation logic. Navigation logic determines how categories and products are displayed to users within the storefront, including which categories are visible and how they are structured. By modifying your navigation settings, you can control the appearance of these categories on the site. While other actions might seem relevant, they do not directly impact the display of categories in the storefront. For instance, reconfiguring category settings could manage more specific attributes of the categories themselves rather than how they are displayed. Likewise, modifying visibility settings in the product catalog primarily focuses on individual products rather than on categorization as a whole. Even refreshing the storefront is not sufficient in itself to update visibility; adjustments in navigation logic are a critical requirement to ensure users see the appropriate categories. Making the necessary changes in the navigation setup is what ultimately enables proper visibility of categories for customers visiting the storefront.

**5. What feature does Salesforce Reports provide to businesses in B2B Commerce?**

- A. A tool for managing user permissions**
- B. A method for tracking employee performance**
- C. An analysis of sales performance and customer behavior**
- D. A platform for creating social media campaigns**

Salesforce Reports provide a powerful feature that allows businesses to analyze sales performance and customer behavior. This capability is crucial for B2B Commerce as it enables organizations to gather insights from their data, identify trends, and make informed decisions to optimize their sales strategies. Through detailed report generation, businesses can track key metrics such as revenue, conversion rates, and customer engagement patterns. This analysis supports better understanding of which products are performing well in the market and how customers interact with the brand, enabling targeted sales approaches and improved customer relationships. In contrast, the other options do not align with the core functionalities of Salesforce Reports in B2B Commerce. They focus on areas like user permissions, employee performance tracking, or social media campaigns, which are not specific features of the reporting tool.

**6. How does B2B Commerce facilitate account-based marketing?**

- A. By targeting specific business accounts**
- B. By lowering product prices for all customers**
- C. By increasing social media presence**
- D. By standardizing marketing messages**

B2B Commerce facilitates account-based marketing primarily by allowing businesses to target specific accounts with tailored marketing efforts. This approach focuses on identifying key accounts that are most likely to convert into customers and creating personalized marketing campaigns designed to meet the unique needs and interests of those accounts. By leveraging comprehensive customer data and insights, B2B Commerce enables businesses to develop strategies that resonate directly with individual accounts, enhancing engagement and driving higher conversion rates. This targeted approach contrasts with broader marketing strategies that may not effectively address the specific needs of individual accounts. While lowering product prices, increasing social media presence, or standardizing marketing messages could have their own advantages, they do not align with the personalized and strategic focus of account-based marketing like targeting specific business accounts does. Each of these alternatives lacks the critical element of customization and personalization that is essential to effectively engaging with specific customers in a B2B environment.

**7. Which permission set is required for the Buyer Manager profile?**

- A. B2B Commerce Super User**
- B. Salesforce Administrator**
- C. Commerce Analyst**
- D. Catalog Manager**

The B2B Commerce Super User permission set is essential for the Buyer Manager profile because it grants access to advanced features and functionalities that are necessary for effectively managing the buyer experience within a Salesforce B2B Commerce environment. This permission set includes permissions that allow users to handle complex tasks, such as managing product catalogs, processing orders, and viewing reports related to sales and customer activities. The Buyer Manager profile typically requires comprehensive oversight of the commerce platform, including managing product visibility, pricing, and buyer interactions. The B2B Commerce Super User permission set equips this profile with the necessary capabilities to fulfill these responsibilities, enabling a more efficient and streamlined management process for buyers. In contrast, the other options, while they serve specific roles within Salesforce, do not encompass all the requisite permissions for managing the Buyer Manager functions effectively. For instance, the Salesforce Administrator permission set generally focuses on administrative tasks rather than specific B2B commerce capabilities. Similarly, the Commerce Analyst and Catalog Manager permission sets are more tailored towards analysis of data and browsing catalog items, respectively, lacking the holistic access needed for a Buyer Manager.

**8. How can B2B Commerce businesses track performance metrics?**

- A. By using social media engagement tools**
- B. Through Salesforce Reports and Dashboards**
- C. By relying on customer feedback only**
- D. By conducting annual reviews**

Tracking performance metrics is essential for businesses to assess their operations and make data-driven decisions. In the context of B2B Commerce, leveraging Salesforce Reports and Dashboards is a powerful approach. Salesforce provides robust reporting capabilities that enable businesses to create custom reports that visualize their sales data, customer interactions, and overall performance metrics in real time. These reports can be tailored to focus on specific key performance indicators (KPIs) relevant to the business, such as order volumes, revenue growth, and customer acquisition costs. Dashboards complement these reports by offering a visual representation of the data, allowing stakeholders to quickly grasp insights and trends at a glance, which facilitates proactive decision-making and adjustment of strategies. While social media engagement tools can provide useful insights into customer behavior and engagement, they do not offer the same level of comprehensive, actionable business insights as Salesforce Reports. Relying solely on customer feedback can lead to a narrow view of performance, as it doesn't encompass quantitative data that can be captured through reporting. Conducting annual reviews, while important for strategic planning, does not provide the ongoing, real-time insights that Salesforce's reporting features allow, making it less effective for continuous performance tracking. Overall, utilizing Salesforce Reports and Dashboards is the most effective method for



**9. How can an admin effectively manage accounts in Salesforce B2B Commerce?**

- A. By generating automated reports**
- B. By adding Related Lists to the Account page layout**
- C. By limiting account visibility to administrators only**
- D. By integrating third-party applications**

Adding Related Lists to the Account page layout is an effective way for an admin to manage accounts in Salesforce B2B Commerce because it enhances the visibility and accessibility of important information associated with each account. Related Lists allow admins and users to view records that are related to the account, such as contacts, opportunities, and orders, all in one place. This comprehensive view can help in better understanding the relationships and activities connected to each account, making it easier to manage interactions and track progress. Through the customization of the Account page with related lists, admins can tailor the information displayed to meet the specific needs of their users, ensuring that relevant data is always at hand for decision-making and engagement. This feature supports efficient account management practices, enabling teams to build stronger relationships with clients and respond to their needs more effectively. While other options may offer benefits, such as generating automated reports for insights, limiting account visibility, or integrating third-party applications, they do not provide the same level of direct and immediate access to critical account-related data as enhancing the page layout with related lists does.

**10. What field types can an admin set as filterable fields for Search in B2B Commerce?**

- A. Text Field and Number**
- B. Date and Time**
- C. Checkbox and Multi-Picklist**
- D. Checkbox, Picklist (multi), and Picklist**

In Salesforce B2B Commerce, filterable fields for Search are crucial for enhancing the user experience by allowing customers to narrow down product searches based on specific criteria. The correct answer identifies that Checkbox, Picklist (multi), and Picklist are the types of fields that can be designated as filterable. Checkbox fields provide a simple true/false option, allowing customers to filter products based on binary categories, such as "In Stock" or "On Sale." This helps users quickly find products that meet specific conditions. Picklists and multi-picklists offer predefined options for filtering. A standard Picklist allows users to select one option from a list, while a multi-picklist provides the flexibility to select multiple values at once. This is particularly useful for attributes like product categories, brands, or features where users might want to see products that match several filters simultaneously. The capability to use these field types as filters is integral to the B2B Commerce search functionality because it directly impacts how efficiently customers can find the products they are looking for, improving their overall experience. Other options, such as Text Field, Number, and Date and Time, are not valid as filterable fields in the same context. Text and Number fields usually serve a different purpose, mainly

## Next Steps

**Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.**

**As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.**

**If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at [hello@examzify.com](mailto:hello@examzify.com).**

**Or visit your dedicated course page for more study tools and resources:**

**<https://salesforceb2bcommerceadmin.examzify.com>**

**We wish you the very best on your exam journey. You've got this!**