

Salesforce B2B Commerce Administrator Practice Exam (Sample)

Study Guide



Everything you need from our exam experts!

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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. 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.

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. 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!

Questions

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- 1. What describes the relationship between a business that sells parts purchased from a manufacturer to a reseller?**
 - A. B2C**
 - B. B2G**
 - C. B2B**
 - D. C2B**

- 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. Which option describes a feature of customer self-service?**
 - A. Dependency on customer service representatives for support**
 - B. Ability to independently manage accounts and resolutions**
 - C. Limitation on product choices available**
 - D. Mandatory personal visits for account changes**

- 4. What is the significance of the Product Attribute in B2B Commerce?**
 - A. Product attributes are irrelevant to customer purchases**
 - B. Product attributes help manage inventory levels and delivery schedules**
 - C. Product attributes help define and categorize products to enhance searchability and filtering options**
 - D. Product attributes are primarily for internal use and not visible to customers**

- 5. To see updated search results, what action must be performed regarding the search index?**
 - A. Click on Update Index**
 - B. Rebuild the Search index**
 - C. Clear the Search Cache**
 - D. Refresh the Database**

6. In what scenario is a Draft status primarily used?

- A. For final reviews prior to publication**
- B. To hold products that are unavailable**
- C. To edit content before it goes live**
- D. To limit access to sensitive information**

7. What allows users to access different features based on their permissions in B2B Commerce?

- A. User groups**
- B. Business accounts**
- C. Custom fields**
- D. Responsive designs**

8. How many storefronts can be added to an Experience Site?

- A. 3**
- B. 2**
- C. 1**
- D. Unlimited**

9. Which of the following options fills gaps in functionality for Salesforce B2B Commerce?

- A. AppExchange Connectors**
- B. Salesforce Labs Add Ons**
- C. Custom Utility Tools**
- D. Third-Party Extensions**

10. What type of license would provide the most functionalities for external users in B2B Commerce?

- A. Customer Community License**
- B. Customer Community Plus License**
- C. Partner Community License**
- D. Salesforce Platform License**

Answers

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

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Explanations

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1. What describes the relationship between a business that sells parts purchased from a manufacturer to a reseller?

- A. B2C
- B. B2G
- C. B2B**
- D. C2B

The relationship described involves a business that sells parts purchased from a manufacturer to a reseller, which clearly falls under the Business-to-Business (B2B) category. In a B2B context, two businesses engage in transactions, such as a manufacturer supplying products to another business for resale. This relationship involves providing goods that are not intended for direct consumer sale but rather for further distribution or retail. B2B transactions are characterized by larger order volumes and longer-term relationships, focusing on meeting the needs of the businesses involved rather than individual consumers. In this case, the original business is acting as a middle entity that adds value by acquiring parts from the manufacturer and then distributing them to resellers, making it a classic example of B2B commerce. Other options refer to different types of relationships that do not accurately capture this scenario. For instance, B2C (Business-to-Consumer) involves transactions directly with end users, B2G (Business-to-Government) involves sales to government entities, and C2B (Consumer-to-Business) involves individuals selling goods or services to businesses. Each of these options defines a different kind of relationship than the one presented in the question.

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. Which option describes a feature of customer self-service?

- A. Dependency on customer service representatives for support
- B. Ability to independently manage accounts and resolutions**
- C. Limitation on product choices available
- D. Mandatory personal visits for account changes

The ability for customers to independently manage their accounts and resolve issues is a key feature of customer self-service. It empowers users to take control of their own experience without needing to rely on support from customer service representatives. By providing access to a user-friendly interface, customers can update their information, track order statuses, and address common issues directly on the platform. This not only enhances customer satisfaction through convenience but also improves efficiency for businesses by reducing the volume of support requests they handle. The other options describe aspects that contradict the principle of self-service. Relying on customer service representatives for support limits customer autonomy, while restrictions on product choices and mandatory visits negate the convenience and flexibility that self-service aims to provide. Thus, the ability to independently manage accounts and resolutions is a clear hallmark of a robust self-service model, making it the correct choice.

4. What is the significance of the Product Attribute in B2B Commerce?

- A. Product attributes are irrelevant to customer purchases
- B. Product attributes help manage inventory levels and delivery schedules
- C. Product attributes help define and categorize products to enhance searchability and filtering options**
- D. Product attributes are primarily for internal use and not visible to customers

The significance of the Product Attribute in B2B Commerce lies in its ability to define and categorize products, which greatly enhances searchability and filtering options for customers. Product attributes are essentially characteristics that describe products, such as size, color, material, and specifications. By classifying products using these attributes, businesses make it easier for customers to search for and filter products according to their specific needs and preferences. This enhanced searchability is crucial in a B2B environment where customers often have specific requirements and need to quickly identify suitable products among a large catalog. Well-defined attributes help streamline the decision-making process for customers, leading to increased customer satisfaction and potentially higher sales conversions. Furthermore, effective product categorization through attributes ensures that products are presented in a logical manner on the e-commerce platform, making it easier for buyers to navigate and find what they are looking for without unnecessary delays. While attributes may have certain internal uses, their primary significance is visible in the improved customer experience they facilitate, marking them as a vital component in B2B Commerce strategies.

5. To see updated search results, what action must be performed regarding the search index?

- A. Click on Update Index**
- B. Rebuild the Search index**
- C. Clear the Search Cache**
- D. Refresh the Database**

Rebuilding the search index is the correct action to take in order to see updated search results. The search index is essentially a structured representation of data that reflects the current state of items in the catalog or product offerings. When items are added, modified, or removed, the underlying data changes, but those changes are not immediately reflected in search results until the index is updated. Rebuilding the search index ensures that all the latest data is taken into account, allowing users to see the most current and relevant search results based on their queries. This process essentially reprocesses all of the data and creates a fresh index that accurately represents the catalog. Other options such as updating the index may imply a more superficial change, and clearing the search cache does not address the need for a comprehensive refresh of the underlying data structure. Refreshing the database itself is more related to the overall data storage and does not specifically focus on search functionality. Thus, rebuilding the search index stands out as the necessary action for ensuring up-to-date search results.

6. In what scenario is a Draft status primarily used?

- A. For final reviews prior to publication**
- B. To hold products that are unavailable**
- C. To edit content before it goes live**
- D. To limit access to sensitive information**

Draft status is primarily utilized in scenarios where content needs to be edited and reviewed before it becomes publicly available. This status allows users to work on product details, descriptions, and configurations in a controlled environment without the risk of exposing incomplete or inaccurate information to customers. By putting the content in draft mode, the administrator can ensure that everything is polished and ready for final approval before it is set to go live. This reflects a common practice in content management where multiple iterations are expected, and it helps maintain quality control. Once the content has been reviewed and finalized, it can be transitioned to an active status, making it visible to customers. In contrast, while the other scenarios may involve aspects of content or product management, they do not align with the specific purpose of a draft status. Final reviews prior to publication relate more to approval workflows rather than the ongoing editing process of draft content. Holding products that are unavailable is more about inventory management than content status. Limiting access to sensitive information typically involves permissions and security settings rather than content status that allows for editing.

7. What allows users to access different features based on their permissions in B2B Commerce?

- A. User groups**
- B. Business accounts**
- C. Custom fields**
- D. Responsive designs**

User groups are essential in managing access to various features in B2B Commerce. They work by organizing users into groups that can be assigned specific permissions. This capability enables an administrator to control which users can view or use certain functionalities within the platform, streamlining user management and ensuring that employees only access the tools and data relevant to their roles. This targeted approach enhances security and ensures compliance with organizational policies. For instance, a B2B Commerce site might have user groups for different departments or roles, such as sales representatives, customer service agents, and administrators, each with tailored access to features such as order management, inventory control, or reporting tools. By structuring permissions this way, businesses can foster a more efficient workflow where users engage with the system in ways that are optimized for their responsibilities.

Business accounts, while important for managing customer relationships and permissions at the account level, do not directly govern feature access in the manner that user groups do. Custom fields enhance the data model but do not influence user permissions, and responsive designs pertain more to the layout and usability of the site across different devices rather than user access to features. Therefore, user groups clearly stand out as the mechanism that allows variable access based on user permissions within B2B Commerce.

8. How many storefronts can be added to an Experience Site?

- A. 3**
- B. 2**
- C. 1**
- D. Unlimited**

The correct answer indicates that only one storefront can be added to an Experience Site. This is a fundamental aspect of Salesforce B2B Commerce, where each Experience Site is designed to support a single storefront. The architecture encourages a streamlined experience for customers, enabling businesses to focus on a distinct brand presentation and product catalog within that site. Having only one storefront per Experience Site means that companies can manage and configure their merchandising strategies, promotions, and customer interactions without the complications that come with multiple storefronts under a single Experience Site. This design helps maintain clarity and consistency in managing user experiences, product displays, and checkout processes. In contrast, other options suggesting multiple storefronts within a single Experience Site do not align with the current Salesforce B2B Commerce framework, which is optimized for clarity and performance by limiting storefronts to a singular instance per site.

9. Which of the following options fills gaps in functionality for Salesforce B2B Commerce?

- A. AppExchange Connectors**
- B. Salesforce Labs Add Ons**
- C. Custom Utility Tools**
- D. Third-Party Extensions**

The choice of AppExchange Connectors as the correct answer highlights their significant role in enhancing the functionality of Salesforce B2B Commerce. AppExchange is a marketplace for third-party applications and components that integrate with Salesforce platforms. These connectors specifically allow businesses to extend the capabilities of Salesforce B2B Commerce by seamlessly integrating external applications and services. Using AppExchange Connectors can fill various gaps, such as adding advanced analytics, integrating payment gateways, or connecting with external inventory systems. This versatility is crucial for businesses looking to tailor their Salesforce B2B Commerce experiences to meet specific needs or to implement additional features without extensive custom development. Other options may serve specific purposes but do not target the comprehensive enhancement of Salesforce B2B Commerce functionalities in the same way. While Salesforce Labs Add Ons, Custom Utility Tools, and Third-Party Extensions can certainly contribute additional features, they might not provide the same level of integration and scalability found within the offerings from AppExchange Connectors. This makes AppExchange Connectors particularly invaluable for organizations aiming to optimize their B2B commerce operations.

10. What type of license would provide the most functionalities for external users in B2B Commerce?

- A. Customer Community License**
- B. Customer Community Plus License**
- C. Partner Community License**
- D. Salesforce Platform License**

The Customer Community Plus License is designed to offer a robust set of functionalities tailored for external users in a B2B Commerce environment. This license grants users access to not only the standard community features but also enhanced capabilities such as the ability to manage and create content, collaborate with other users, and access a wide range of standard and custom objects. This flexibility makes it particularly suitable for businesses that require their external users, such as customers and partners, to engage more deeply with their offerings. Customers with this license can perform more complex interactions, including advanced reporting and analytics, which are key for organizations looking to leverage their community for sales and support endeavors. In contrast, the other licenses, while useful in certain contexts, do not provide the same level of access and functionality as the Customer Community Plus License. For example, the Customer Community License may limit access to certain features and objects that are available under the Plus version. The Partner Community License is geared toward collaboration between organizations and typically has different functionalities centered around partnership activities. Meanwhile, the Salesforce Platform License primarily encompasses access to custom applications and does not offer the tailored features for community engagement that external users typically need in a B2B context.

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.

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!

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