Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)

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NEW QUESTION 1
Cloud Kicks (CK) has expressed concerns about the distribution process for a new line of shoes, because the company consistently misses its targeted delivery dates. CK asks the business analyst (BA) to uncover the issue and propose a business solution.
What should the BA do next?

A. Review future state distribution processes for CK.
B. Explore how retailers similar to CK handle distribution.
C. Shadow an operations team member at the CK distribution facility.

Answer: B

NEW QUESTION 2
Universal Containers is developing a new recruitment app using Service Cloud. The project team has started writing user stories including:
"As a human resources (HR) manager, I need to document the progress of a candidate's submission so I can manage the candidate's application throughout the recruiting process."
What is one definition of done for this user story?

A. The Candidate Status field can be updated.
B. The acceptance criteria has been approved.
C. The Candidate object has Edit access.

Answer: B

NEW QUESTION 3
The business analyst (BA) at Universal Containers (UC) wants to understand why UC failed to meet a deployment date for its product go live while following the Agile process. According to the BA's research, the developers lacked a sense of the work in progress and the intended goal of that work, and the QA team was unable to clearly test the functionality based on a given persona.
Which step should the BA take next?

A. Create a SWOT (Strength, Weakness, Opportunity, Threat) analysis to understand why development and testing took more time.
B. Move the deployment date out so the teams have more time to work.
C. Review the user stories to ensure they are small, testable, and valuable.

Answer: C

NEW QUESTION 4
Universal Containers is planning to implement Commerce Cloud to sell more products. The business analyst working on this project has gathered requirements and is translating them into user stories.
What should the user story focus on?

A. Sales margins
B. Customer experience
C. Product functionality

Answer: B

NEW QUESTION 5
Universal Containers is integrating its enterprise resource planning (ERP) with Salesforce to gain inventory visibility for the sales team. One of the user stories for this project is: ''As a sales rep, I want to be able to find containers dose to my customer so I can tell them which products they can receive quickly
Which acceptance criteria is most appropriate for this story?

A. Sales rep can see the inventory closest to a customer with a quick action.
B. As a sales rep, I see the Inventory closest to a customer.
C. Sales rep can see the inventory closest to a customer

Answer: C

NEW QUESTION 6
The business analyst (BA) at Cloud Kicks is having a hard time documenting a user story to change an existing Opportunity flow for sales users. The architect expressed their concerns to the BA that they lack a comprehensive list of the components that will be affected by the updated flow.
Which best practice should the BA follow?

A. Write the user story without making any assumptions about how it will be implemented or which components are affected.
B. Ask the development team to investigate and document all affected components before the story can be written.
C. Schedule additional discovery sessions with the sales users to understand what will be impacted by the changes.

Answer: C

NEW QUESTION 7
A business analyst (BA) at Cloud Kicks is preparing for a user acceptance testing (UAT) session to release a record-triggered flow that notifies account and opportunity owners once a quote has been accepted.
What should the BA do during UAT to ensure the solution meets the requirements?

A. Work with subject matter experts to perform UAT in a sandbox.
B. Work with the solution architect to perform unit testing in a sandbox.

C. Work with the quality assurance (QA) team to perform UAT in a sandbox.

Answer: A

NEW QUESTION 8
Northern Trail Outfitter is eliciting feedback from a small number of key stakeholders within the organization for improvements to the current opportunity pipeline process. One of the stakeholders has a tendency to dominate the conversation which takes the group off topic and interfaces with meeting the objective.
How should the business analyst collaborate with the key stakeholder's?

A. Conduct individual interviews to gather input.
B. Conduct a group brainstorming session to generate ideas.
C. Conduct a focus group to identify pain points.

Answer: A

NEW QUESTION 9
From where can an Admin unlock a user?

A. Setup > Locked Users > Unlock
B. Users > Select user > Unlock
C. Setup > Object Manager > Users > Select User > Unlock
D. Users > Logins > Unlock Users

Answer: B

NEW QUESTION 10
During the discovery phase of a Salesforce project, which types of analyses should a business analyst typically perform?

A. Financial, Technical, Operational
B. Technical, Stakeholder, Enterprise
C. Enterprise, Strategy, Stakeholder

Answer: C

NEW QUESTION 10
A business analyst (BA) at Northern Trail Outfitters has been asked to prepare documentation including acceptance criteria and definition of done for a Heroku project.
Which way should the BA approach creation of this documentation?

A. Include the personal perspective for acceptance criteria and the overall perspective for definition of done.
B. Create one consolidated set of documentation as the two terms are synonymous and used interchangeably.
C. Include the overall perspective for acceptance criteria and the persona's perspective for definition of done.

Answer: A

NEW QUESTION 12
A Salesforce business analyst (BA) has recently joined a new project to improve the Sales Cloud implementation at Cloud Kicks. The BA wants to quickly introduce new functionality to impress the customer.
Which action should the BA take?

A. Demo standard features and elicit feedback from the customer.
B. Update the page layouts to show the most relevant information at the top.
C. Scope the development of an integration with enterprise resource planning (ERP)

Answer: A

NEW QUESTION 17
The business analyst (BA) at Cloud Kicks is working on improving the company's Service Cloud deployment. The BA wants to leverage Universal Process Notation (UPN) to document the current process.
What is one benefit of using UPN in this scenario?

A. Complex processes can be documented with 20 or more activity boxes.
B. A single activity box can answer Who, What, When, Why, and How.
C. Key parts of a process can be easily identified by using different shapes.

Answer: B

NEW QUESTION 22
What is used to declaratively move metadata from one environment to another?

A. Data Loader
B. Change Sets
C. Import Wizard
D. Ant Migration

Answer: B

NEW QUESTION 23
The business analyst (BA) at Northern Trail Outfitters recently configured a feature on Opportunities for the sales team. The BA plans to gather feedback from a small group of end users before rolling out the feature to the entire company.
What should the BA do to present this information?

A. Share user stories about the feature.
B. Demo the new feature.
C. Create a feature manual.

Answer: B

NEW QUESTION 28
A business analyst at Universal Containers has begun user acceptance testing for a new Experience Cloud implementation with the project team. A major gap for one of the personas was identified in the documented scenarios.
What went wrong?

A. Failure to include all stakeholders in the requirements gathering process
B. Failure to perform thorough unit testing during the development process
C. Failure to validate the application against the functional requirements

Answer: A

NEW QUESTION 33
The business analyst (BA) at Northern Trail Outfitters is getting ready to kick off a new Service Cloud project with the retail division to turn on the Web-to-Case functionality. The BA wants to better understand business processes so they can accurately scope the project.
Which type of documentation should the BA utilize?

A. Current state analysis
B. Object models
C. Use cases

Answer: B

NEW QUESTION 34
Northern Trail Outfitters (NTO) wants to leverage the power of Sales Cloud to implement its lead to cash process. A business analyst (BA) is tasked with understanding NTO's current processes, identifying areas of improvement, and communicating it effectively to stakeholders.
What should the BA use to accomplish the goal?

A. Business analysis plan
B. Process mapping
C. Change management

Answer: B

NEW QUESTION 35
The scrum team working on Salesforce projects at Northern Trail Outfitters plans to review the current build with stakeholders to gather feedback. The business analyst will facilitate the meeting.
Which type of meeting should be held?

A. Retrospective
B. Daily stand-up
C. Sprint review

Answer: C

NEW QUESTION 39
Cloud Kicks is a rapidly growing company and has just expanded its team to include a business analyst (BA). The IT directory has asked the BA to use application Lifecycle Management (ALM) for all Salesforce development projects.
Which step of the ALM cycle requires the BA to study current business process gather requirements, and analyze them?

A. Test
B. Plan
C. Build

Answer: B

NEW QUESTION 41
The sales team at Cloud Kicks is rolling out a new sales methodology. To incorporate the requested changes, the business analyst working with the technical team identifies several integrations that touch the Opportunity object and could be impacted by the changes. The project manager wants the solution to include unit testing, code reviews, and functional testing.
What does the project team need to agree upon to ensure the work is ready to be deployed?

A. Entity relationship diagram

B. Definition of done
C. User acceptance criteria

Answer: B

NEW QUESTION 46
The finance team is rolling out a new sales process in Sales Cloud for opportunities that are Closed/Won. After meeting with the team, a business analyst (BA) realizes that several requirements for the new process will need further refinement.
What should the BA use to keep track of changes to the process documents?

A. Communication template
B. Business backlog
C. Version control

Answer: C

NEW QUESTION 51
Northern Trail Outfitters is starting a project to implement Service Cloud for the customer service department. Which activity should be handled by a business analyst assigned to this project?

A. Work with Salesforce to purchase the necessary licenses.
B. Manage existing Salesforce applications and activities.
C. Understand current business processes and document existing functionality.

Answer: C

NEW QUESTION 55
A business analyst at Universal Containers is converting a requirements document into user stories for upcoming Manufacturing Cloud deployment. The first requirement is "finance needs a time tracking sys containers."
Which option best represents the "IF component of the INVEST checklist to make a good user story from this requirement?

A. As a finance user I want a Timesheet object implemented so I can accurately report on container profitability.
B. As a finance user, I want to know how long it takes to assemble a container so I can accurately report on container profitability.
C. As a finance user, I want an Assembly Time field on the container cost record so I can accurately report on container profitability.

Answer: B

NEW QUESTION 56
Universal Containers (UC) has chosen to implement Sales Cloud and Service Cloud to increase revenue and remove bottlenecks in its current processes. A business analyst (BA) is tasked with diagramming business processes.
What should the BA do to successfully meet governance requirements to identify the business purpose?

A. Use UC's existing terminology.
B. Adhere to agreed upon mapping standards.
C. Identify resources engaged in each step.

Answer: B

NEW QUESTION 60
Cloud Kicks (CK) recently decided to transition its business from spreadsheets to a Salesforce solution. CK leaders are excited about the capabilities of Salesforce. Each leader has different ideas about how the platform should be implemented. CK has hired a business analyst (BA) to help define and manage the implementation.
What should the BA do in the first discovery meeting with stakeholders?

A. Collaborate with stakeholders to examine and define CK's purpose, customers, metrics, and overall business to inform project direction and vision.
B. Discuss and document specific pain points in existing processes to inform future project requirements.
C. Preview potential Salesforce solutions and collect feedback from stakeholders on each option to inform the direction of the project.

Answer: A

NEW QUESTION 63
Universal Containers has scheduled a meeting with stakeholders, business analysts (BAs), and technical resources to review user stories. A BA reviews the user stories in advance of the meeting and notices that some best practices have been ignored. The first user story is focused on escalating cases in Service Cloud:
"The customer service agent needs the ability to escalate a case so they can assign high-risk cases to tier 2 support for faster resolution."
Acceptance Criteria:
* 1. Add permission set
* 2. Users can escalate cases
* 3. Create fields on the Case object
* 4. Reports
Which best practice was ignored?

A. The "who" of the user story is well-defined.
B. The "why'' of the user story is focused on user needs.
C. The ''what'' of the acceptance criteria is negotiable.

Answer: C

NEW QUESTION 67
Universal Containers (UC) uses a Salesforce org. UC is merging with a sister company that uses a different CRM. The incoming sales team is reluctant to change to a different process. The business analyst (BA) has been asked to help reach consensus and drive adoption.
Which group is well positioned to help the BA secure alignment for the initiative?

A. System admin and project manager
B. Power users and top sales earners
C. Executive sponsors and sales leadership

Answer: A

NEW QUESTION 71
The project team at Universal Containers has started to review the existing Salesforce manufacturing solution that has low adoption and a variety of customization including custom objects, custom fields, renamed standard fields.
What should the business analyst recommend to the project team to increase understanding when documenting requirements, process and potential solutions?

A. Use customer terminology and language.
B. Use industry terminology and language.
C. Use Salesforce terminology and language.

Answer: B

NEW QUESTION 73
Northern Trail Outfitters (NTO) is working with an implementation partner to transform its customer support team with Service Cloud. A new business analyst (BA) who is a replacement from the partner was introduced to NTO stakeholders during the discovery phase of the project. The new BA is still getting to know each of the stakeholders when they start the requirements workshop. The BA asks a stakeholder a discovery question and they seem irritated.
What should the BA do to build trust with the stakeholder as the project continues?

A. Set up a casual meeting to create a personal connection with the stakeholder.
B. Reset project expectations at the next meeting with the stakeholder.
C. Ask an executive sponsor to address the stakeholder's concerns.

Answer: A

NEW QUESTION 74
The business analyst (BA) at Northern Trail Outfitters is writing user stories for a Service Cloud implementation.
In which order should the BA arrange the three components of a user story?

A. I want <xyz>, as a <xyz>, so that <xyz>
B. As a <xyz>, I want <xyz>, so that <xyz>
C. I want <xyz>, so that <xyz>, for a <xyz>

Answer: B

NEW QUESTION 77
The business analyst (BA) at Universal Containers has been capturing the requirements for a major Sales Cloud release. An admin has been deploying the resulting system changes. The quality assurance (QA) team has run into challenges when testing the changes. The BA is unaware of deployment and testing challenges.
What should the BA do to resolve these challenges with the release team?

A. Associate each set of metadata -changes to the corresponding user story.
B. Provide detailed test cases to validate the functional requirements
C. Involve the stakeholders in the business requirements gathering sessions.

Answer: A

NEW QUESTION 82
Cloud Kicks has invited stakeholders from multiple departments and roles to participate in its latest Salesforce project. Each stakeholder's experiences and priorities for the project are different which causes tension within the team and a lack of clarity around project direction.
What should the business analyst do to help the team work together more effectively?

A. Encourage leadership to share their vision for the project, and ask the larger team to focus feedback only on the key objectives, pain points, and requirements outlined by leaders
B. Limit participation in key project discovery, requirements, and solutioning meetings to leadershi
C. and engage the larger team to answer questions directly/ related to their roles when needed.
D. Lead the stakeholders in creating a team agreement that assigns project roles and outlines how the team will collaborate, disagree, develop trust, and define success

Answer: C

NEW QUESTION 87
A business analyst (BA) is compiling a list of subject matter experts to consult throughout the discovery for a new Service Cloud implementation.
What is the primary value of the BA speaking with customer service reps?

A. Validating current processes
B. Estimating the project cost
C. Building solution design consensus

Answer: A

NEW QUESTION 90
Universal Containers has planned an initiative to assess its Salesforce org to identify areas of risk and has asked the business analyst (BA) to provide an analysis of its current state. The BA will utilize Salesforce Optimizer for the assessment.
How should the BA use the output from the tool?

A. Understand the project scope.
B. Verify Lightning page loading time.
C. Identify top project priorities.

Answer: B

NEW QUESTION 91
The executive director of Universal Containers (UC) plans to purchase additional Salesforce licenses. The director recently hired a business analyst (BA) to lead a series of journey mapping sessions. The director wants the Journey mapping sessions to be tailored to the features and capabilities that are currently available in UC's Salesforce environment.
Which information does the BA need to determine the features and functionality UC can implement while avoiding additional costs?

A. Organization edition and license type
B. Storage capacity and license type
C. Number of active users and license type

Answer: A

NEW QUESTION 93
Which method should a business analyst use to show current state business flows in Salesforce?

A. Universal Process Notation
B. Entity Relationship Diagramming
C. Storyboarding

Answer: A

NEW QUESTION 94
Northern Trail Outfitters launched a new feature on its Experience Cloud site to allow customers to compare features of similar products ahead of the major promotional event of the year. The user acceptance testing (UAT) passed successfully; however, many customers complained of issues when accessing the site.
What did the business analyst overlook before recommending that the release go live?

A. The AT should have been performed with enough time to resolve bugs in the new feature,
B. The UAT should have been performed with both peak load and average load simulation.
C. The UAT should have been performed by customers who are familiar with the products.

Answer: B

NEW QUESTION 95
At Universal Containers, a business analyst (BA)r solution architect, lead developer, quality assurance lead, and other team members need access to user stories as part of the Agile lifecycle of enhancements to a Marketing Cloud integration project.
What should the BA do to give all team members access and visibility to the most recent user stories as the project is in motion?

A. Define a common repository to hold all user stories and track changes over time.
B. Allow each team member to merge all user stories at the end of user acceptance testing.
C. Send emails to stakeholders with all of the changes to the user stories.

Answer: A

NEW QUESTION 100
Universal Containers (UC) wants to overhaul its Service Cloud implementation and has hired a consulting company to help drive requirements. In an effort to gain more information about the project, the business analyst (BA) has begun to review UC's structure to understand the functions of each department, how departments interact, and who reports to whom within UC.
Which technique is the BA using?

A. Enterprise Analysis
B. Stakeholder Analysis
C. Strategy Analysis

Answer: A

NEW QUESTION 105
A business analyst is working with a new customer on a Sales Cloud implementation. The executive sponsor for the project is new to the company and their role as VP. The sponsor has inherited functional requirements from the previous VP that were gathered 9 months ago. The project start date has yet to be defined. The sponsor wants to use the inherited requirements in lieu of a traditional discovery process.
What is the largest risk with this approach?

A. The previous VP's requirements fail to meet current formatting standards.

B. The previous VP's requirements may differ from those of the new executive.
C. The previous VP's requirements are outside of the Salesforce framework.

Answer: B

NEW QUESTION 108
A business analyst (BA) at Cloud Kicks has been tasked with preparing for requirements gathering workshops .. an upcoming Sales Cloud implementation.
Which documentation is mast beneficial for the BA to define the scope of the project?

A. Detailed Process Map
B. Value Stream Map
C. Supplier
D. Inputs, Process, Outputs, Customers (SIPOC) Map

Answer: C

NEW QUESTION 113
At Cloud Kicks (CK), the marketing director's management style is results-driven. CK uses scrum methodology when developing improvements to its Salesforce org. The director requests urgent enhancements in the middle of a sprint that require changes by the development team, The director believes their needs are of the highest importance.
What should the business analyst do when disruptions to the project occur?

A. Focus on the agreed upon deliverables instead of the new requests to prevent overallocation of resources.
B. Ask the project manager for an additional resource to implement the new requests.
C. Interpret the requests as guidelines to be used when determining priorities for the upcoming release.

Answer: A

NEW QUESTION 118
A business analyst (BA) discovers that universal Containers automated case assignments in Service Cloud. UC uses case assignment rules to route cases to predefined team. The UC leadership team wants to improve how cases are routed.
What should the BA recommend to help the resolve a common obstacle?

A. Minimize case escalations to reduce time to resolution.
B. Migrate from case assignment riles to Omni-Channel.
C. Document the current case assignment process.

Answer: C

NEW QUESTION 121
The development team at Universal Containers is reviewing several stories to be added to the current sprint. The team is having trouble with a particular story about an Opportunity email alert and is unsure about which type of testing is needed.
What should the business analyst review and revise to provide more clarity to the team?

A. Definition of done
B. User persona
C. Acceptance criteria

Answer: C

NEW QUESTION 123
After the first round of user acceptance testing for a Sales Cloud project, the business analyst discovered that a high number of test cases failed.
What is a possible reason why the test cases failed?

A. Missing test org access details
B. Missing test result details
C. Missing test script details

Answer: C

NEW QUESTION 126
A business analyst (BA) at Northeren Trail Outfitters has been asked to explain a sales process improvement idea and collaborate on a plan for implementation.
Several sale users in various locations have been identified to participate.
Which technique should the BA use to optimize effectiveness and build a shared understanding of the idea and approach?

A. Demo prototype
B. Virtual whiteboard
C. One-on-one meetings

Answer: B

NEW QUESTION 129
The Salesforce information technology (IT) team has built a solution in a sandbox for a cross-functional project to implement Customer 360. It is time for user acceptance testing (UAT).
What is a business analyst's role during UAT?

A. Assist in building the requirements using standard functionality so IT can focus on code-related scenarios.
B. Document user stories and clarify business needs so IT can deliver results based on the requirements.
C. Coordinate stakeholder participation and notify the team when scenarios fail so IT can solve potential problems prior to go live.

Answer: C

NEW QUESTION 131
A business analyst (BA) at Universal Containers had a meeting with sales and service reps to gather requirements around contact management for a new Salesforce implementation. A sales rep wants a place to capture the names of the contact's spouse and children to help build the relationship. The BA writes the following user story.
"As a user, I need to be able to record a contact's title and role as separate data points so I know who to address for various needs of the account.''
Who should be listed as the persona?

A. Sales rep
B. Contact
C. Service rep

Answer: A

NEW QUESTION 132
The business analyst (BA) at Northern Trail Outfitters is helping to improve the process for handling customer returns using Salesforce. The BA has completed a current state process map to identify areas for improvement. The BA plans to present ideas for a future state return handling process to the larger project team.
What should the BA present to the team in a way that is relatable and invites discussion, feedback, and ideas?

A. A prototype for a specific business outcome
B. Detailed technical documentation with annotations
C. A story using personas to illustrate potential solutions

Answer: C

NEW QUESTION 134
Of the following Locale Settings, select which one CANNOT be selected when creating a new user.

A. Time Zone
B. Language
C. Working Hours
D. Locale

Answer: C

NEW QUESTION 137
The Sen/ice Center at Universal Containers (UC) uses Service Cloud and Experience Cloud to manage its customer case lifecycle. UC wants to limit the number of interactions a customer has during the lifecycle. The project leader has asked the business analyst (BA) to visually illustrate the lifecycle.
Which document should the BA create?

A. Journey Map
B. Heat Map
C. Process Map

Answer: A

NEW QUESTION 139
Universal Containers recently kicked off a project to build an Experience Cloud solution for partners. Partners need to upload their monthly sales reports to this account portal.
Which option should the business analyst use as the functional requirement specification?

A. Partners need to submit monthly sales reports.
B. The portal should allow for partners to upload monthly sales reports.
C. The portal should allow for partners to access monthly sales reports.

Answer: B

NEW QUESTION 143
Northern Trail Outfitters (NTO) has moved its inventory systems to Salesforce to track the clothing it manufactures and sells. As a part of this project, NTO wants to implement several features which will also improve how its inventory is restocked. In order to manage the discovery phase of the project, the project team plans to hire a business analyst (8A).
What should a BA do to be successful during the first phase of the project?

A. Elicit requirements, build automation, and deploy a solution,
B. Architect a solution, configure a sandbox, and build a proof of concept.
C. Elicit requirements, create flows and process diagrams, and understand business analytics.

Answer: C

NEW QUESTION 148

Northern Trail Outfitters (NTO) is undergoing a Salesforce implementation for Service Cloud. The busjpess analyst is currency working with the development team as they build features in the sandbox. NTO wants to test these features before the changes are deployed to the production environment.
As part of the Application lifecycle Management (ALM) process, which three development models does Salesforce support?

A. Change Set Development, Org Development, Package Development
B. Rapid Application Development, Org Development Package Development
C. Salesforce DX, Flow Builder, Rapid Application Development

Answer: A

NEW QUESTION 153
Which users will be able to reset a Single Sign-On user Password?

A. The SSO Manager
B. Users above the SSO user in the role hierarchy.
C. Only the Admin
D. Admin and Users with the right permission sets.

Answer: C

NEW QUESTION 156
Cloud Kicks has completed the user acceptance testing (UAT) phase of a major update to Sales Cloud for its EMEA sales team.
How should the business analyst help the EMEA sales team learn the new features?

A. Organize user groups by permission set and train each team.
B. Document key changes and gather feedback to update the backlog.
C. Build tooltips and discoverable content in the new console layouts.

Answer: A

NEW QUESTION 159
A business analyst (BA) is preparing for user acceptance testing for case management scenarios in Service Cloud.
What should the BA do to help prevent gaps from being discovered after go live?

A. Focus more on happy path testing and less on edge case testing.
B. Write test scripts that reflect real life and cover the requirements.
C. Streamline testing by limiting the number of testers involved.

Answer: B

NEW QUESTION 163
The business analysis (BA) at Northern Trail Outfitters is assigned to a project to help revamp its Experience Cloud implementation.
When assessing the existing process, which type of diagram should the BA use to identify waste within and between processes?

A. Suppliers, Inputs, Process, Outputs, Customers (SIPOC) Map
B. Detailed Process Map
C. Value Stream Map

Answer: C

NEW QUESTION 166
The leadership team at Universal Containers (UC) is focused on customer retention. The business analyst (BA) has been asked to implement a new customer for life program on the salesforce platform. Before their can move forward, they need to understand the lifecycle and all of the related interaction that IC has with its customers.
Which type of session should the BA perform?

A. User Acceptance testing
B. Journey Mapping
C. Requirements Gathering

Answer: B

NEW QUESTION 167
A business analyst (BA) at Universal Containers (UC) has been asked to evaluate a business process at a high level and in detail, while also keeping regulatory considerations in mind. Management wants to use the output from the BA's evaluation to inform decisions about UC's future implementations of Sales Cloud and Service Cloud.
What should the BA use for their evaluation?

A. Cross-functional flowchart
B. Entity Relationship Diagram (ERD)
C. Universal Process Notation (UPN)

Answer: C

NEW QUESTION 172

A business analyst (BA) working on a Service Cloud implementation is reviewing user stories to verify they are written effectively.
What should the BA confirm about the user stories when completing this review?

A. They contain substantial details and focus on technical elements.
B. They are dependent on related acceptance criteria and overlap with other use cases.
C. They can be easily prioritized and are small enough to estimate accurately.

Answer: C

NEW QUESTION 173
The Salesforce project team at Cloud Kicks is about to start a project that crosses sales and service teams. The business analyst (BA) has been tasked with writing user stories with the teams in a workshop.
What should the BA keep in mind during the process?

A. User stories encourage iterative development.
B. User stories specify which technical components are impacted.
C. User stories are fixed upon stakeholder approval.

Answer: C

NEW QUESTION 177
After reviewing a technical demo, the Northern Trail Outfitters sales leadership team wants to mate adjustments to the original requirements around Sales Cloud opportunity management.
What should the business analyst do to manage the requested changes?

A. Update the gap analysis document and scope statement specification.
B. Update the change request log and draft a new user story.
C. Update the change management document and user acceptance testing plans.

Answer: B

NEW QUESTION 180
As a business analyst (BA) starts engaging stakeholders for a user story writing workshop, an executive sponsor questions why the Commerce Cloud project is creating user stories rather than standard requirements.
What is one benefit of creating user stories that the BA can share with the executive sponsor?

A. It defines technical specifications early in the process.
B. It helps testers determine the most efficient way to validate solutions.
C. It saves time when prioritizing and implementing functionality.

Answer: B

NEW QUESTION 182
Which Salesforce standard license can be given to someone who need access only identity services, such as single sign-on (SSO)?

A. Identity Only
B. Lightning Platform
C. SSO License
D. Salesforce License

Answer: A

NEW QUESTION 183
Northern Trail Outfitters follows an Agile methodology for its Marketing Cloud projects. The project team creates several types of documents.
Which document should a business analyst use to .capture the software and behavioral requirements of the application?

A. Scope statement specification
B. Functional requirements specification
C. System requirements specification

Answer: C

NEW QUESTION 186
Cloud Kicks (CK) wants to enhance the user experience for customer service agents on Service Cloud so they can effectively meet their service-level agreements.
CK has a vision for the future state, but needs to understand how to achieve it. A business analyst (BA) has been assigned to help with this goal.
Which type of document should the BA use to meet the requirement?

A. Change management
B. Use case
C. Gap analysis

Answer: C

NEW QUESTION 189
A business analyst (BA) at Universal Containers (UC) has been asked to improve the user experience (UX) of marketing employee who manages webinar data.

The chief marketing officer (CMO) thinks the UX issues are related to standard Salesforce Campaign functionality that misaligns with UC s business requirements. The BA surveyed the marketing group about their pain points and was surprised to discover that their concerns differ from the CMOs theory about issues with the UX of Campaigns in Salesforce.
Which influencing style should the BA use when presenting their findings to the CMO and other stakeholders?

A. Collaborative
B. Assertive
C. Analytical

Answer: A

NEW QUESTION 191
The sales teams at Universal Containers (UC) want to add a custom field to a page layout. The IT manager reminds the business analyst (BA) that UC uses the Application Lifecycle Management (ALM) process. The addition of the custom field and subsequent release to everyone in the organization must follow this process.
What is the first step in the ALM process that should be taken?

A. Gather requirements and analyze them.
B. Obtain a change order from the customer.
C. Add a custom field to a page layout in a sandbox.

Answer: A

NEW QUESTION 196
A business analyst captures the following acceptance criteria for a user story about case reassignment in Service Cloud.
• A service manager can dick a Reassign button that changes the owner field of the case.
• A service manager is able to reassign cases-as part of the mobile experience.
• Reassignment functionality can be used on cases that have been auto-reassigned.
• Service reps are unable to reassign cases. Which mistake was made?

A. The criteria are aligned with the user's goal.
B. The criteria include solution information.
C. The criteria are small and testable.

Answer: B

NEW QUESTION 199
The Salesforce development team is strictly following scrum to govern its releases. An executive trying to plan a vacation wants to know when work on the feature will begin so they can be available for additional implementation questions. After consulting with the product owner, the business analyst (BA) learns the team has decided to adopt Kanban instead for all future releases.
What should the BA tell the executive?

A. Work will begin after executive approval is given.
B. Work will begin in the next sprint.
C. Work will begin when capacity becomes available

Answer: C

NEW QUESTION 204
Cloud Kicks uses declarative change set development to deliver its Salesforce customizations. The business analyst (BA) works with the technical leas on the project to track changes that require manual migration.
Which resources should the BA use to determine which changes must be made manually in each environment?

A. Metadata coverage report
B. Object Schema Builder
C. Setup Audit Trail

Answer: A

NEW QUESTION 205
Universal Containers (UC) needs a Quip template to create Account plans. UC's business analyst has been tasked with documenting requirements for this initiative. During one of the business requirements gathering sessions, a sales manager notes that it's important the new template is user-friendly and only accessible to the account team.
Which option captures this requirement?

A. Make the template user-friendly and accessible only by members of the account team.
B. The sales manager can make the template user-friendly.
C. Accessible by members of the account team.

Answer: A

NEW QUESTION 208
Which tool is used to create reports, incorporate filters and select the Report Type?

A. Data Loader
B. Report Builder
C. A csv file that will then get imported.

D. Report Composer

Answer: B

NEW QUESTION 212
Universal Containers wants the ability to fill out a survey based on customer feedback. The team is unable to visualize a possible solution in order to confirm the requirements.
Which elicitation technique should the business analyst use to help the team meet its goal?

A. Prototyping
B. Brainstorming
C. Observation

Answer: A

NEW QUESTION 217
What are the business analyst's responsibilities during the analyze phase of the Salesforce implementation lifecycle?

A. Complete testing, build training materials, and elicit requirements for the next iteration.
B. Create a data dictionary, write end user documentation, and review test scripts.
C. Gather business requirements;, create process maps, and write user stories.

Answer: C

NEW QUESTION 220
As part of the digital transformation at Cloud Kicks, company leaders have decided to adopt Service Cloud as its CRM platform for customer service and support. Executive directors are supportive of the initiative, but end users are unconvinced and prefer to remain on the current platform.
What should the business analyst do to gain the end users' cooperation?

A. Respond to end users with empathy and accommodate their needs; translate the end users' needs into technical requirements; and deliver the project to the developers to implement the solution.
B. Use an assertive influencing style; demonstrate authority and expertise; outline the project objectives; and make sure end users know that the decision has been made and the time to make changes has passed.
C. Identify key stakeholders and develop relationships with them as a trusted advisor; involve stakeholders and end users in the design of the new solution; and act as a liasion between business and technical teams.

Answer: C

NEW QUESTION 223
A business analyst (BA) is working with stakeholders at Universal Containers to walk through a potential solution for the lead routing and qualification process. The solution will include automated and manual features.
Which artifact should help the BA illustrate the vision of a solution to stakeholders?

A. Detailed user stories with technical documentation about the existing process
B. Annotated process flows with modifications to an existing process
C. Collected pain points from people who follow the existing process

Answer: B

NEW QUESTION 227
As a part of discovery, the business analyst (BA) at Universal Containers is trying to understand how Salesforce was implemented.
What should the BA utilize to help uncover any technical constraints or potential problems in a Salesforce implementation?

A. Salesforce Optimizer
B. Setup Audit Trail
C. Reports and Dashboards

Answer: A

NEW QUESTION 228
Northern Trail Outfitters is getting ready to enter the user acceptance testing (UAT) phase of its latest Salesforce project. The business analyst (BA) plans to solicit and document sign-offs from the business as part of the UAT process.
Which sign-offs should the BA seek?

A. Test cases to implement, individual test case functionality, and final go live date
B. Test cases to implement, user stories, and final go live date
C. Functional requirements, individual test case functionality, and final go live date

Answer: A

NEW QUESTION 229
The Business analyst (BA) at Northern Outfitters (NTO) has gathered preliminary functional requirements for an upcoming Salesforce implementation project.
Before translating these requirements into user stories, the BA wants to gain additional perspective, feedback, and detail on the requirements from the NTO team.
Which document should help the BA gather this information?

A. Stakeholder analysis
B. Business analysis plan
C. Current state analyst

Answer: A

NEW QUESTION 231

The technical team at Cloud Kicks is trying to deliver one of its Salesforce customizations. The business analyst (BA) has been asked to put assignments, test plans, decisions, and milestones in writing and share this document with stakeholders so there is less potential for confusion.
Which tactical document should the BA use to capture features?

A. Business analysis plan
B. User Acceptance Test plan
C. Release plan

Answer: C

NEW QUESTION 236

Northern Trail Outfitters is setting up a new team to support an implementation of Service Cloud and is considering which workflow to use.
In which scenario should he business analyst recommend Kanban?

A. Work is generally project-based and can be broken into smaller pieces.
B. Work includes platform support requiring immediate outage handling.
C. Work is predictable but sometimes lacks sufficient planning.

Answer: B

NEW QUESTION 237

Cloud Kicks has decided to implement a case management process through Service Cloud. A business analyst (BA) has been tasked with writing requirements for this new feature.
Which process should the BA follow to draft and finalize the requirements?

A. * 1. Review information from the discovery.* 2. Ask clarifying questions.* 3. Draft requirements.* 4. Share requirements with the technical so they can begin building.* 5. Create user acceptance criteria and test cases.
B. * 1. Review information from the discovery.* 2. Draft requirements.* 3. Ask clarifying questions.* 4. Draft user stories.* 5. Share user stories with the technical team so they can begin building.
C. * 1. Review information from the* 2. Ask clarifying questions.* 3. Draft requirements.* 4. Refine and confirm requirements.* 5. Prioritize which requirements will be included in the minimum viable product.

Answer: C

NEW QUESTION 240

During a sprint grooming session for the Sales Cloud implementation at Cloud Kicks, the development team mentions the step "Code Review by Technical Architect" listed within the acceptance criteria needs to be adjusted.
Which location should the business analyst move this item to?

A. Project plan
B. Definition of done
C. Pull request template

Answer: A

NEW QUESTION 242

The business analyst (BA) at Cloud Kicks is managing a project to build a recruiting app for the management and human resources (HR) teams. The HR director wants the app to help the team navigate the hiring process more efficiently. The BA designs a Stakeholder Wheel to better understand all of the people with an interest m the project.
Which level of influence should the BA place the MR Director on the stakeholder wheel?

A. The Sponsor
B. The Enterprise
C. The project

Answer: B

NEW QUESTION 244

The business analyst is auditing data access by documenting Field-level Security on the Account object in Salesforce.
How do end users participate as stakeholders in data Governance?

A. They export their data back it up locally.
B. They implement their data entry workarounds in the system.
C. They provide valuable feedback on how they use data.

Answer: C

NEW QUESTION 249

Which Information should the BA gather during the initial discovery meeting?

A. Employee review cycle for the support team
B. Limitations of the current support process
C. A Contact information for key stakeholders

Answer: B

NEW QUESTION 253
Sales leadership at 230Cloud Kicks (CK) is concerned about the limited adoption of Salesforce at the company. Salesforce implementation includes many custom pages. Multiple users have complained about wa.t.ng a long time for key functionality to display

A. Monitor the Lightning Usage App.
B. Run the Lightning page layout.
C. Enable Debug Logs.

Answer: A

NEW QUESTION 257
Universal Containers is focused on an initiative to streamline its channel management processes. Due to the level of complexity, the business analyst (BA) will gather and document the key points in preparation to build a more detailed process map.
Which diagram should the BA use in this case?

A. SIPOC (Suppliers, Inputs, Process, Outputs, Customers)
B. Capability Model
C. Value Stream Map

Answer: A

NEW QUESTION 258
The business analyst (BA) at Cloud Kicks is deep in planning activities for its Commerce Cloud implementation project. The project sponsor asks the team to adjust their efforts due to budgetary constraints.
What should the BA do next?

A. Organize requirements.
B. Validate requirements.
C. Prioritize requirements.

Answer: C

NEW QUESTION 259
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