

# Salesforce

## Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)



#### NEW QUESTION 1

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 2

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 3

The business analyst at Cloud Kicks is using a checklist to assess the quality of user stories for an upcoming Experience Cloud implementation.

Which characteristics make a user story successful?

- A. Clean Direct, Concise, Cross Functional, Configurable
- B. Actionable., Concise, Testable, Solution-oriented, Defined
- C. Independent, Negotiable, Valuable, Estimabl
- D. Small, Testable

**Answer: C**

#### NEW QUESTION 4

Cloud Kicks (CK) plans to establish a Center of Excellence (CoE).

How will CK benefit from using a CoE to define the long-term vision for its Salesforce org?

- A. CK will be better able to prioritize across teams and streamline processes.
- B. CK will get insights to current business processes.
- C. CK will develop a process to gather feedback from end users regularly.

**Answer: A**

#### NEW QUESTION 5

During a Service Cloud implementation at Cloud Kicks, the business analyst (BA) reviewed the user acceptance testing and identified results that conflict with the functionality that was requested. While the testing was error-free, business stakeholders indicted that values in reports and the layout of screens were unexpected. What should the BA do next?

- A. Run testing again, ensuring the scripts reflect expectations and business processes match functionality,
- B. Decompose and model the business processes, and identify testing procedures to calculate new values.
- C. Present recommendations from testing to determine if improvements should be made to the underlying implementation.

**Answer: C**

#### NEW QUESTION 6

The Cloud Kicks admin is getting ready to release a record-triggered flow that auto-generates Renewal Opportunity Order Line Items once an Opportunity is Closed/Won for a sales team user story.

During user acceptance testing, what should the business analyst do to ensure the solution fulfills the needs of the sales team?

- A. Draft a list of test cases and scripts and choose "Run flow as another user" to debug the flow as a sales team user to identify and fix bugs.
- B. Choose subject matter experts as testers and prepare a sandbox with quality test data, test cases, and scripts that match real-world scenarios.
- C. Collaborate with the admin and a power user to test the flow for scalability, robustness, and maintainability in a sandbox.

**Answer: A**

#### 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

The business analyst is working with a stakeholder on a Salesforce project. The stakeholder needs an approval process on contract submissions. Sales managers want to see all contracts when the discount is greater than 20%. They will decline any contracts with a discount that is greater than 25%, but they want visibility into other highly discounted contracts.

Which acceptance criteria is the most effective for this scenario?

- A. A sales manager wants to be notified when a contract has been submitted with a discount greater than 20% so the manager can approve or decline a discounted price.
- B. Users in a sales manager role should have access to a button on contracts to click to approve or decline a contract with a discounted price of 20% or more.
- C. A sales manager wants to be able to approve contracts with a large discount and they need a validation rule related to contract discounts greater than 25%

**Answer:** A

#### NEW QUESTION 9

Business analyst (BA) at Universal Containers looks at the user stories for a new implementation of the Salesforce Customer Data Platform (CDP) and notices they are too large. The BA recommends that the large stories be broken down into smaller stories which will decrease the future level of effort for subsequent activities. Which activity will be most impacted by breaking down the user stories?

- A. Estimation
- B. Defining the persona
- C. Acceptance criteria

**Answer:** C

#### NEW QUESTION 10

A business analyst (BA) at Northern Trail Outfitters was asked to create a new user story for a Sales Cloud update requested by the inside sales team. The BA created the following story:

"As a user, I need visibility to customers' purchase history details so I can increase efficiencies and improve closure rates by better tailoring sales offerings."

Which mistake did the BA make when creating this story?

- A. The goal is undefined.
- B. The persona is undefined.
- C. The need is undefined.

**Answer:** A

#### 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 11

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 16

Which of the following User Management terms is best described by this definition: "Record created to identify a new employee that starts accessing Salesforce"

- A. Profiles
- B. Salesforce characters
- C. Users
- D. Roles

**Answer:** C

#### NEW QUESTION 18

In which of the following app markets CANNOT the Salesforce App be found?

- A. Google Play
- B. AppExchange
- C. App Store

**Answer:** B

**NEW QUESTION 21**

Northern Trail Outfitters (NTO) plans to significantly grow its workforce and wants to increase the overall security of its Sales Cloud instance. NTO has previously implemented a complex security solution with organization wide defaults, criteria-based sharing rules, and dozens of user profiles. NTO has asked a business analyst (BA) for recommendations on how to proceed.

Which aspect of a potential solution is most important for a BA to consider?

- A. User adoption
- B. Scalability
- C. System downtime

**Answer:** A

**NEW QUESTION 24**

Northern Trail Outfitters (NTO) has completed a project with a third-party event organization platform to enhance its MVP Experience Site. Many features were left in the project backlog. NTO's IT team is beginning a new phase of work on the Experience Site to build additional features requested by business stakeholders and wants to include the items that were left in the backlog in the first phase.

How should the business analyst coordinate the user stories to most efficiently manage the new project timeline?

- A. Include existing and new user stories to be completed within the duration of the project
- B. Hire additional developers to accommodate both work streams to prevent delays within the schedule sprints.
- C. Reprioritize existing and new user stories to place the stories into each sprint of the project
- D. Return an equivalent amount of lower priority work to the project backlog,
- E. Prioritize user stories for the new enhancements for the initial sprints of the project to accommodate business stakeholder request
- F. Complete existing user stories in the final sprint of the project.

**Answer:** B

**NEW QUESTION 28**

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 30**

The business analyst at Northern Trail Outfitters receives a requirement from the CRM manager to have visibility into their team's queues to monitor open cases. Which user story meets this requirement?

- A. As a CRM manager, I need a record-triggered flow to view my team's work queues so I can monitor their open tickets.
- B. As a CRM manager, I need to see my team's work queues so I can monitor their open tickets.
- C. As a user, I need to see case queue to monitor my team's work.

**Answer:** B

**NEW QUESTION 32**

A business analyst (BA) at Northern Trail Outfitters (NTO) is assigned to a project to help revamp a process. The current process used by the sales team is different than the process outlined in NTO's documentation.

Which step should the BA take first?

- A. Create an Entity Relationship Diagram (ERD) of the current state.
- B. Meet with stakeholders as a group to capture future requirements.
- C. Meet with stakeholders as a group to understand the current state.

**Answer:** C

**NEW QUESTION 36**

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 37**

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 42**

The service Center at Universal Containers is deploying a new case management solution. Management has asked the project team to prepare for end user training. The project team consists of an admin and a business analyst (BA). Which task should be assigned to the BA?

- A. Conduct user training.
- B. Create user training materials.
- C. Set up users for training.

**Answer:** B

**NEW QUESTION 45**

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 49**

Northern Trail Outfitters has decided to implement Sales Cloud. A business analyst (BA) has been assigned to document the requirements for this project. What should the BA include in these requirements?

- A. Detailed documentation of technical solution
- B. Test scripts to validate requirements
- C. High-level description of required functionality

**Answer:** C

**NEW QUESTION 50**

The North American (NA) sales team wants to add a set of new fields and delete several fields from the Account object. During requirements gathering, the business analyst (BA) discovers the fields are actively being used by the EMEA team. Which step should the BA take next?

- A. Refine the requirements to accommodate, both teams.
- B. Focus on the NA team's requirements.
- C. Start another project to address the EMEA team's requirements.

**Answer:** A

**NEW QUESTION 52**

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 57**

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 60**

Universal Containers just rolled out a new sales methodology and process. A month after the initial training, the manager has noticed some reps have a large number of overdue tasks. The manager is unsure if it's a learning curve or a system issue and has asked the business analyst (BA) to determine the cause and recommend a solution. Which method should the BA use to start collecting data?

- A. Brainstorming and prototyping
- B. Observation and interviewing
- C. focus groups and workshops

**Answer:** B

#### NEW QUESTION 64

The project manager for a new project at Northern Trail Outfitters (NTO) wants the business analyst (BA) to obtain alignment on goals and strategies across NTO's organization, using NTO's documentation, the BA begins to understand NTO's strategies but needs more information. Which methodology should help the BA obtain the required information?

- A. V2MOM (Visio
- B. Values, Methods, Obstacles, Measures)
- C. RACI (Responsible, Accountable, Consulted, Informed)
- D. SMART (Specific, Measurable, Achievable, Relevant, Time-bound)

**Answer:** A

#### NEW QUESTION 67

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 72

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 74

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 77

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 80

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 85

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 87

Which element of the storytelling process for UX is described here: "A hurdle that makes it difficult for your heroes to succeed on their journeys."

- A. Challenge
- B. Monster
- C. Victory
- D. Helper

**Answer:** A

#### NEW QUESTION 90

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 94

Northern Trail Outfitters is Updating Its customer portal built on Experience Cloud. The team has drafted a user story:

"As a customer, I want to be able to chat with a support agent and view my account, see my orders, and ask questions via the customer port.

What should a business analyst do to improve this user story?

- A. Estimate how long it will take the technical team to complete the story.
- B. Include specific information about potential Salesforce solutions.
- C. Adjust the goal of the user story to be independent.

**Answer:** B

#### NEW QUESTION 95

Universal Containers is transitioning to Slack as its internal communication tool and is ready to release. What is the final step that a business analyst should perform during the user acceptance testing process that would ensure a "go" decision?

- A. Complete development on bugs discovered during this phase.
- B. Get written sign-off from all business stakeholders.
- C. Conduct a final retrospective meeting with the project team.

**Answer:** B

#### NEW QUESTION 96

The business analyst (BA) at Cloud Kicks has been interviewing customer service team members who use Service Cloud to understand the steps they take to complete their daily work. The BA is working on a solution to improve their productivity by identifying each step and documenting its purpose.

Which type of requirement documentation is the BA using in this scenario?

- A. Process mapping
- B. Value stream mapping
- C. Data modeling

**Answer:** A

#### NEW QUESTION 100

The business analyst (BA) at Cloud Kicks (CK) is writing user stories for an upcoming Commerce Cloud website release. One of the requirements from the technical team is to perform stress testing for an upcoming promotion. The BA is translating the requirement into a user story.

Which user story most accurately represents the goal?

- A. As a visitor to the CK website, I want to make sure that I can shop without disruption during a large promotion so I have a frictionless shopping experience.
- B. As a site administrator of the CK website, I want to make sure that the web server can process requests at 150% of the average traffic rate during the latest promotion.
- C. As a user, I want to make sure that shoppers on the CK website can complete their purchases without disruption during the newest promotion.

**Answer:** B

#### NEW QUESTION 101

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 rules to Omni-Channel.
- C. Document the current case assignment process.

**Answer: C**

#### NEW QUESTION 104

The project team is building a Sales Cloud implementation. The business analyst (BA) wants to make sure the solution meets the needs of the business. The BA needs to identify where user testing should occur and who should participate. Which approach should the BA follow?

- A. Create a scratch org and give the development team access to it.
- B. Create a partial sandbox and give the VP of sales access to it.
- C. Create a full copy sandbox and give power users access to it

**Answer: C**

#### NEW QUESTION 107

The VP of customer success at Northern Trail Outfitters wants to implement a new client onboarding process leveraging custom objects and a custom Console Lightning App. Which approach should a business analyst take to begin this process?

- A. Partner with Salesforce account executives to complete discovery.
- B. Schedule a meeting with stakeholders and create a journey map.
- C. Develop the project plan and finalize the release date.

**Answer: A**

#### NEW QUESTION 112

The sales team at Universal Containers (UC) has been using multiple tools to track opportunities, leading to inaccurate forecasting and an unclear picture of UC's sales pipeline. UC has appointed a project team to implement Sales Cloud to help resolve these issues. The sales team doubts the new tool will meet their needs and is concerned it will be difficult to use. The business analyst (BA) assigned to the project knows the stakes are high to get the right solution in place. Using their influence, what should the BA do to gain the necessary buy-in and support from the sales team to ensure a solution meets the requirements?

- A. Ask questions to understand their needs and focus on shared goals.
- B. Present the pros and cons of the decision by using logic and facts.
- C. Demonstrate the BA's expertise and clearly state the decision is final.

**Answer: A**

#### NEW QUESTION 113

An executive stakeholders at Northern Trail Outfitters (NTO) wants to explore automating NTO's Quote-to-Cash process and has asked the business analyst (BA) to pull together some high-level information on possible solutions. Which type of document should the BA present to the stakeholders?

- A. A capability map detailing the functionality of Salesforce and AppExchange Quote-to-Cash products
- B. A SIPOC (Support inputs, Process, Outputs, and Customers) map outlining the Quote-to-Cash process
- C. A business process map detailing the existing step-by-step Quote-to-Cash process

**Answer: A**

#### NEW QUESTION 114

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 116

Northern Trail Outfitters (NTO) wants to discuss an enhancement to Campaigns with the engineering, marketing, and sales teams. The changes involve detailed integration between systems that will be used by NTO's customers. The business analyst (BA) needs to complete the org impact analysis. Which reference should the BA consult to understand the integration pattern?

- A. Salesforce Solution Kits
- B. Solution Architecture Diagram
- C. Business Requirements Document

**Answer: B**

#### NEW QUESTION 117

Over the past month, a business analyst (BA) has worked with various stakeholders at Cloud Kicks to document requirements for an upcoming Tableau implementation. A stakeholder suggested a revision to the requirements. The BA sent the updated requirements to the stakeholders and they signed off. Where should the BA track this milestone?

- A. Statement of work
- B. Change log
- C. Sprint plan

**Answer:** A

#### NEW QUESTION 118

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 123

Universal Containers is currently doing user acceptance testing for a global customer service project that leverages Service Cloud. A stakeholder is executing a test case for a specific user story. The stakeholder has provided this feedback:

- The functionality described in the test case is working as expected.
- The stakeholder wants to change the label of several fields described in the test case.
- The stakeholder wants to add two new fields that were excluded from the test case. Which step should the business analyst take next?

- A. Acknowledge the feedback, update the existing user story to include the field changes, and assign the user story back to the technical team for immediate development.
- B. Acknowledge the feedback, create a new test case that includes the field changes, and assign the test case back to the stakeholder for immediate testing.
- C. Acknowledge the feedback, create a new user Story that includes the field changes, and ask the stakeholder to update the existing test case to show it was successfully tested.

**Answer:** A

#### NEW QUESTION 127

At the start of a new Agile development project, the Universal Containers' product owner asked the business analyst (BA) to clearly define the intended results of the work based on stakeholder needs. The development and implementation teams will use the intended results to plan product decisions. The definition should avoid assumptions and focus on stakeholder value.

Which element should the BA choose to define the intended results?

- A. Requirements
- B. User stories
- C. Epics

**Answer:** B

#### 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 136

Support managers at Cloud Kicks have received urgent feedback from staff that record pages are slow to respond and users are growing frustrated. The business analyst (BA) has been asked to evaluate to determine which pages are being accessed most frequently and which pages are the slowest to load.

What is the first step the BA should take to help resolve the issue?

- A. Update page layouts in production.
- B. Create a test plan for each web browser.
- C. Confirm steps to reproduce the issue.

**Answer:** C

#### NEW QUESTION 140

A sales manager at Universal Containers (UC) customized all of their list views on the Account object to include a new field. Although they have multiple list views. The sales manager prefers to keep the recently viewed list as their default list. When the manager realize they are unable to modify the recently viewed list, they

reach out to UC's Salesforce team for help?  
What are the next steps the business analyst should take?

- A. Recommend that the user submit a ticket related to the field creation.
- B. Research AppExchange solution that offer customization options.
- C. Document the desired outcome and research the impact of making a change.

**Answer: B**

#### NEW QUESTION 144

A business analysis (BA) is creating a business flowchart to review with a customer service team that is using service team that is using Service Cloud. The team is organized by the products and the regions they support.  
Which step should the BA include e in the business flowchart?

- A. Capture decision steps and different outcomes.
- B. Illustrate which fields are integrated with an external system.
- C. Set limits to the scope that will be documented.

**Answer: A**

#### NEW QUESTION 148

Which of the salesforce app providers will be able to unlock a locked user with their phones?

- A. All of them.
- B. iOS (App Store)
- C. Only those that download the app from the App Exchange.
- D. Android (Google Play)

**Answer: B**

#### NEW QUESTION 153

Universal Containers has asked a business analyst (BA) to create a process map indicating how it is using Marketing Cloud to manage its campaigns. In a process map that uses Universal Process Notation (UPN), the BA has marked each activity box with a resource.  
What does an activity box marked "C Customer" mean?

- A. The customer should be responsible.
- B. The customer should be informed.
- C. The customer should be consulted.

**Answer: A**

#### NEW QUESTION 158

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 159

Universal Containers is nearing the launch date for its new Salesforce Loyalty Management program. The business analyst (BA) has ensured the user acceptance testing (UAT) plan has the proper test scripts.  
What is another important item the BA should look for in the UAT plan?

- A. Estimated cost
- B. Timelines
- C. Process maps

**Answer: B**

#### NEW QUESTION 164

A new employee at Universal Containers just sent the business analyst (BA) a Slack message with an named User3tories\_v37\_final\_final\_final.docx.  
Which best practice should the 6A train the employee on fir

- A. Use standard naming conventions.
- B. Use acceptance criteria to define success.
- C. Use a version control repository.

**Answer: C**

#### NEW QUESTION 169

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 172**

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 177**

Universal Containers wants to streamline a complex business process. The business analyst (BA) assigned to the Service Cloud project is creating a business process map of the existing process. The BA is having difficulty documenting the process because there is disagreement among the stakeholders about the steps that are being followed.

Which recommendation should the BA make to help the stakeholders reach agreement about the process?

- A. Refer to the Responsible, Accountable, Consulted, Informed (RACI) chart to determine who is accountable.
- B. Focus on the inputs and outcomes of the current process
- C. Brainstorm ideas to make the process more efficient.

**Answer: B**

#### **NEW QUESTION 180**

Cloud Kicks hired a new business analyst (BA) to join an experienced cross-functional team that has successfully delivered high-quality Salesforce solutions to global stakeholders. The BA wants to quickly become a trusted advisor to the team.

What should the BA do?

- A. Focus on the task at hand instead of on individual team members.
- B. Avoid exposing one's own mistakes to the team.
- C. Tell the truth in difficult situations.

**Answer: C**

#### **NEW QUESTION 181**

The business analyst (BA) implementing Salesforce at Cloud Kicks is interacting with many different people throughout the company. Some of the subject matter experts (SMEs) are difficult to engage, and the BA is struggling to get the information they need.

What should the BA do when they find it difficult to get a response?

- A. Put extra effort into following up with the SMEs.
- B. Limit effort to contact the unresponsive SMEs.
- C. Escalate the concern to the SMEs' manager.

**Answer: C**

#### **NEW QUESTION 186**

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 191**

The business analyst (BA) is preparing for user acceptance testing (UAT) for Northern Trail Outfitters' new Service Cloud implementation. The BA secured the sandbox for the testing environment, wrote test cases, and created a process to track and manage reported bugs.

Which additional step is required during the UAT planning process?

- A. Identify power users.
- B. Schedule deployment.
- C. Gather business requirements.

**Answer: A**

#### **NEW QUESTION 194**

The business analyst (BA) at Cloud Kicks has been asked to map the current sales process in Sales Cloud to document legal compliance with local privacy regulations, which can differ based on the state or country of a data transaction. Which activity would be most effective in helping the BA understand the sales process?

- A. Using live workshops to map out the sales process
- B. Asking stakeholders to complete a questionnaire
- C. Conducting individual interviews with stakeholders

**Answer:** A

#### NEW QUESTION 199

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 204

Cloud Kicks has an existing implementation of Salesforce. A business analyst (BA) wants to understand details about the Salesforce environment:

- Custom apps
- Active Salesforce Sites
- Active flows
- Custom tabs
- Visualforce pages

A Which path should the BA take to find this information?

- A. Review configuration settings.
- B. Conduct stakeholder interviews.
- C. Read business process documentation

**Answer:** A

#### NEW QUESTION 205

Up to how many Profiles can a User have?

- A. Up to 3
- B. The Administrator can have up to 3, normal users only 1.
- C. As many as required.
- D. Only 1

**Answer:** D

#### NEW QUESTION 208

Cloud Kicks has moved into the quality assurance (QA) phase of Salesforce product configuration and extension. The QA team is now trying to confirm it has delivered value to stakeholders based on business requirements. The team is asking questions such as, "Did we build the right product?" and "Did we build the product right?"

Which element should the business analyst use to help the QA team validate that the product fulfilled the requirements without ambiguity?

- A. Process maps
- B. User stories
- C. Acceptance criteria

**Answer:** C

#### NEW QUESTION 213

Northern Trail Outfitters is undergoing a Service Cloud implementation and has decided to use the Scrum methodology for the implementation. A business analyst (BA) received an urgent, high-priority change request in the middle of a sprint.

Which step should the BA take next?

- A. Add the change request to the backlog to be prioritized for the next sprint.
- B. De-prioritize some user stories and add the change request to the current sprint.
- C. Begin working on the change request as soon as the team has capacity.

**Answer:** B

#### NEW QUESTION 217

Cloud Kicks has assembled a new product team to launch a brand ambassador partner portal in Experience Cloud. The team is debating various ways to document the requirements. The business analyst recommends writing user stories within the Agile methodology.

What is the benefit of creating user stories when documenting project requirements?

- A. User stories provide specific details about a product early in the development lifecycle.
- B. User stories decrease the need for collaboration within a product team throughout the project.
- C. User stories translate requirements in a way that shows a product's value to the end user.

**Answer:** C

**NEW QUESTION 218**

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 221**

The quality assurance (QA) team at Cloud Kicks is reviewing user stories to write test scripts. The QA team is having difficulty with a specific story where a modification to an existing flow is needed for a custom object. The QA team is unable to discern what needs to be tested as a result of the updated flow.

What should the business analyst review and revise to provide more clarity to the QA team?

- A. The who, what, and why of the user story
- B. The acceptance criteria of the user story
- C. The definition of done of the user story

**Answer:** A

**NEW QUESTION 225**

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 228**

Universal Container wants to build a Salesforce application to manage its recruitment lifecycle. The project lead wants to identify the key recruitment steps and stakeholders in a visual format.

What should the business analyst do to meet the requirement?

- A. Map the business process.
- B. Review department procedures and consult the org chart.
- C. Create an entity relationship diagram.

**Answer:** A

**NEW QUESTION 233**

The business analyst (BA) at Universal Containers is also its primary system admin. The BA knows that version is mandatory when it comes to releasing.

What is the most efficient process for the BA to track the changes they are committing?

- A. Agile planning
- B. DevOps
- C. Metadata backups

**Answer:** B

**NEW QUESTION 234**

In what phase of the four application lifecycle milestones does this action belong? Communicate Changes, Update Profiles and Communicate end of Changes.

- A. Build
- B. Deploy
- C. Test
- D. Plan

**Answer:** B

**NEW QUESTION 236**

Universal Containers (UC) has decided to implement Salesforce and has assigned a business analyst (BA) to write user stories for the project. The BA plans to meet customer to their experience in their own words.

Which type of research should the BA use to elicit user stories from UC's customers?

- A. Shadowing
- B. Interviewing
- C. Behavioral

**Answer:** B

#### NEW QUESTION 241

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 243

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 246

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 250

The business analyst (BA) at Universal Containers is responsible for defining the enhancement features for the current Salesforce CPQ implementation that must be configured in the next phase of the project.

Which type of document should the BA create to achieve the objective?

- A. Business analysis plan
- B. Scope statement specification
- C. Functional requirements specification

**Answer: B**

#### NEW QUESTION 253

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 258

Which permission is required to create, delete, refresh or activate a Sandbox?

- A. Sandbox Editor
- B. Environment Manager
- C. System Administrator
- D. Manage Sandbox

**Answer: D**

#### NEW QUESTION 262

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 liaison between business and technical teams.

**Answer: C**

**NEW QUESTION 264**

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 267**

Cloud Kicks is creating a new lead conversion process in Sales Cloud. During a recent sprint, the business analyst created user stories related to the Opportunity object. Test scripts were created for the lead conversion process. All of the test scripts passed and the new functionality was deployed. After deployment, end users reported error messages when manually creating new Opportunities.

Which area of user acceptance testing (UAT) was overlooked?

- A. Functionality on interconnected objects should be part of UAT.
- B. Several teams should be part of UAT to represent multiple viewpoints.
- C. End users who are experts in that functionality should participate in UAT.

**Answer: C**

**NEW QUESTION 269**

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 272**

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 276**

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 279**

The lead business analyst (BA) at Cloud Kicks is putting together user Stories for the new sales process that will be implemented in Sales Cloud. The lead BA is advising junior BAS on how to construct a user story. What should the lead BA tell the junior BAs to include in a user story?

- A. Include the V2MOM structure
- B. Include who, What, and why
- C. Include technical details

**Answer: B**

**NEW QUESTION 284**

Which step should a business analyst take to establish credibility and covert empathy with stakeholders during discovery sessions for a new Experience site?

- A. Describe work with other companies that has solved similar problem.
- B. Ensure the workshop schedule consider tome zone and language differences.
- C. Reiterate the project objectives and the KPIs that will be tracked.

**Answer:** A

**NEW QUESTION 286**

Cloud Kicks (CK) needs to implement an event management system within Salesforce. After researching potential solutions, a managed package meets the majority of CK's business requirements. However, the CRM director has expressed a desire to heavily customize an open source solution. Which benefit of using a managed package versus an open source solution should the business analyst share to help the CRM director make a decision?

- A. Managed packages are easily customizable to meet CK's exact requirements.
- B. Managed packages are updated automatically with each Salesforce Release.
- C. Each version of a managed package on the AppExchange undergoes a security review.

**Answer:** A

**NEW QUESTION 289**

A business analyst (BA) conducted a group workshop with stakeholders to understand and document in-scope business processes. The BA feels there are gaps between process steps. What should the BA do to close the gaps or confirm the process steps?

- A. Conduct elimination with stakeholders regarding their parts of the process.
- B. Review the documentation to ensure that information gathered about the process is correct.
- C. Using strategy analysis, define models of how gaps in the business process can be resolved.

**Answer:** A

**NEW QUESTION 291**

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 293**

Cloud Kicks will launch a new customer experience portal. During discussions with the VP of customer service, a business analyst (BA) recorded the following:

- All logins must use multi-factor authentication (MFA).
- Portal pages should load within 2 seconds. How should the BA document the items?

- A. functional requirement
- B. Non-functional requirement
- C. User story

**Answer:** B

**NEW QUESTION 298**

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 303**

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