

Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)

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NEW QUESTION 1

Universal Containers is about to kick off a new Salesforce implementation, bringing both sales and service teams onto the platform. Each team has been managing Accounts and Contacts in their own way even though the Accounts and Contacts are shared between the teams. This has resulted in disagreements about what should be built in Salesforce.

Which groups should the business analyst work with to gain full alignment on a common program vision and strategy?

- A. Business leaders, middle management, and end users
- B. Senior leadership, IT leadership, and middle management
- C. Executive sponsors, IT leadership, and end users

Answer: A

NEW QUESTION 2

Universal Containers has just been notified by authorities that govern the shipping industry of new regulatory requirements. To comply, they are several existing processes built on Salesforce that will need to change. A business analyst (BA) will help describe the additional business needs imports by the new regulations. Which type of document should the BA prepare?

- A. Audit log
- B. Current state analysis
- C. Gap analysis

Answer: C

NEW QUESTION 3

What is the storage of the Developer Pro Sandbox?

- A. 300MB
- B. 200MB
- C. 2GB
- D. 1GB

Answer: D

NEW QUESTION 4

Universal Containers has chosen to leverage Experience Cloud to create an engaging site for its customers. The business analyst (6A) leading this project needs to validate that the requirements meet the goal.

What should the BA do to ensure alignment?

- A. Survey customers to confirm whether the new site meets their requirements.
- B. Circulate the requirements to stakeholders, incorporate feedback, and obtain sign-off.
- C. Conduct a whiteboarding session to ensure the requirements are accurate.

Answer: B

NEW QUESTION 5

Universal Containers (UC) stores information about its containers in the standard Salesforce Product object. UC deals with data integrity issues, such as the Container Color field fails to update on all containers when the color is updated on a Container Product Line. The project owner mentioned that a previous consultant recommended that UC move to a more normalized data model to represent its containers.

What should the business analyst review to learn more about the previous consultant's recommendation?

- A. Entity Relationship Diagram (ERD)
- B. System requirements specification
- C. Change request logs

Answer: A

NEW QUESTION 6

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 7

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 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

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

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

Answer: C

NEW QUESTION 10

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 10

In which of the following app markets CANT the Salesforce App be found?

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

Answer: B

NEW QUESTION 11

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 14

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 17

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 21

Northern Trail Outfitters (NTO) is a rapidly growing company that hired a business analyst (BA) to help revamp its sales and support processes. The stakeholder at NTO wants to understand the value of Application Lifecycle Management (ALM). What are benefits of ALM that the BA should share with the stakeholder?

- A. ALM provides processes and policies which help build apps more efficiently.
- B. ALM offers preview access to the three Salesforce Releases per year.
- C. ALM allows features to remain static and reduces incremental changes.

Answer: A

NEW QUESTION 24

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 27

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 28

Universal Containers has several independent Salesforce projects this quarter involving shared objects and a complex deployment process managed by a DevOps team. While smoke testing the shared user acceptance testing (UAT) environment, the business analyst (BA) noticed that one of the minor changes to the Account to the Account page layout for the project is missing. The client is eager to begin its UAT. What should the BA do to address the issue?

- A. Make the page layout change directly in UAT so the client can begin testing.
- B. Log a defect for the page layout change and discuss it with the DevOps team.
- C. Ask the project manager to reschedule UAT until after the defect is resolved

Answer: B

NEW QUESTION 31

The Cloud Kicks business analyst (BA) is frustrated because the requirements tracking spreadsheet is often incomplete or out-of-sync for the Slack transition project. The development team has recommended that the BA use a DevOps tool as an alternative. What are the benefits of using a DevOps tool in this situation?

- A. Tracks changes on a daily basis and provides a history of changes
- B. Tracks changes for the testing team and provides access to user stories
- C. Tracks changes in real time and provides a single source of truth

Answer: A

NEW QUESTION 33

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 37

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

An executive at Cloud Kicks has tasked the internal Salesforce staff with the optimization of a very manual process in its Salesforce org, What should the business analyst do first before a future state is proposed to key stakeholders?

- A. Manage project integrations with the technical team.
- B. Discuss project trade-offs with the executive sponsor.
- C. Hold a kickoff meeting to set expectations with the project team.

Answer: C

NEW QUESTION 44

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 48

Universal Container (UC) is implementing Sales Cloud. The business analyst (BA) assigned to the project wants to the project wants to become a trusted advisor to UC stakeholders.

What are some communication best practices a BA should follow to help achieve this goal? What are some communication best practices a BA should follow to help achieve this goal?

- A. Ask each project team member to complete a survey, create a project plan, and delegate roles and responsibilities to stakeholders.
- B. Outline previous project experience, record and take notes for every meeting, and limit communication to weekly updates.
- C. Ask questions and document the answers, make suggestions based on previous project success, and provide a meeting agenda period to each session>

Answer: C

NEW QUESTION 52

Cloud Kicks wants to assess the efficiency of its Sales Cloud solution to eliminate unnecessary steps and cut costs. A business analyst (BA) will give a presentation to executives to help them understand the current state and define the future state.

Which document should the BA use for the presentation?

- A. A business process model
- B. A persona journey map
- C. A collection of use cases

Answer: A

NEW QUESTION 53

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 54

Cloud Kicks leadership wants to use custom code for functionality that can easily be created declaratively in Sates Cloud. The business analyst (BA) has been asked to advise leadership on how these approaches impact their solution options.

What is one of the BA's strongest arguments for using configuration over code?

- A. Configuration leverages multiple programming languages.
- B. Configuration allows for any level of complexity.
- C. Configuration provides faster speed to market.

Answer: C

NEW QUESTION 59

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 60

A business analyst has been tasked with leading prototype efforts for a Salesforce project. What is a prototype?

- A. A model of a final proposed product
- B. A first pass, simple sketch of an idea
- C. A polished, proven solution

Answer: B

NEW QUESTION 63

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 66

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 67

While working on a new Sales Cloud feature request for the sales team at Northern Trail Outfitters, the business analyst (BA) uncovers a workflow which could have an impact on the service team. The sales director assures the BA that the impact to service would be minimal. Which step should the BA take next?

- A. Review the effort and impacts with the service team, and work to align requirements across the teams.
- B. Continue with the effort as defined by sales and add a backlog item to review the service impacts in the future.
- C. Prioritize the effort as defined by sales and ask the director to review any service impact
- D. .

Answer: A

NEW QUESTION 72

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 76

Universal Container (CU) has brought in a business analyst to help implement an expensive AppExchange product in its Salesforce org to optimize the sales pipeline. The BA is free to speak to anyone at UC to gather the information they need to ensure success. The BA decides to speak to the stakeholders who are most impacted. Which key stakeholder should the BA speak to first?

- A. VP of sales
- B. Sales Users
- C. IT leaders

Answer: A

NEW QUESTION 80

A business analyst (BA) at Cloud Kicks has been tasked with preparing for requirements gathering workshops .. an upcoming Sales Cloud implementation. Which documentation is most 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 83

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 88

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 92

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 97

Cloud Kicks (CK) needs to integrate the industry standard due-diligence in its sales process to verify customers in Sales Cloud. CK asks the business analyst (BA) to identify which stage in the sales process the industry standard due-diligence should be embedded.

What should the BA do to meet the requirement?

- A. Develop a process map as a base, work with stakeholders to understand the trigger point, and locate the stage.
- B. Identify the triggers, locate the stage, and add the standard due-diligence as a subprocess.
- C. Locate the stage, add the standard due-diligence as a subprocess, and set the trigger point.

Answer: A

NEW QUESTION 102

A group of business analysts (BA) at Universal Containers have been working with different teams of stakeholders on eliciting requirements for a new Salesforce app. The BAs have gathered and documented all of the information in a central location. Upon review of the requirements, the BAs discovered that changes made to the documentation were overwritten by each other, and they will lose time recapturing them.

What should the BAs do differently to prevent this error from happening?

- A. Each BA should use their own separate documentation.
- B. Each BA should enter their business needs in a shared spreadsheet,
- C. Each BA should use a shared system that has version control.

Answer: C

NEW QUESTION 107

The business analyst at Cloud Kicks is beginning to write user stories for its Salesforce implementation. Which three components should-be included when writing a user story?

- A. Who, what, why
- B. When, where, why
- C. Who, when, why

Answer: A

NEW QUESTION 110

Universal Containers is setting up a Salesforce email integration for the sales team. Through discovery conversations, the business analyst (BA) learns the operations team also needs email integration in the near future. What should the BA do next?

- A. Proceed with the sales team's project as planned.
- B. Start project work for the operations team.
- C. Include the operations team during discovery.

Answer: A

NEW QUESTION 113

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 117

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 119

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 120

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 realized 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 123

Universal Containers (UC) is working with an implementation partner to help it optimize Salesforce. A new business analyst (BA) from the partner was introduced to UC stakeholders a few weeks into the project. The BA is getting to know each of the stakeholders by their roles and contributions. However, the BA had one misstep and is slightly embarrassed.

What should the BA do to build trust with the stakeholders?

- A. Be vulnerable and own their mistake.
- B. Promise to work harder to avoid other mistakes.
- C. Ask their supervisor for help immediately.

Answer: A

NEW QUESTION 124

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 126

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 127

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 128

Northern Trail Outfitters (NTO) is undergoing a Salesforce implementation for Service Cloud. The business analyst is currently 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 132

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 they can move forward, they need to understand the lifecycle and all of the related interaction that UC 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 135

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 139

Cloud Kicks is planning to create a new Service Cloud console app for its services team to resolve issues with delayed shipments to customers. The business analyst (BA) wrote the user stories based on a written list of requirements provided by the manager of the services team. Upon stakeholder review with the entire services team, many of the user stories were rejected and the BA had to revise them.

When the BA wrote the initial user stories, what was the likely cause of the issue?

- A. The user stories focused on well-defined personas.
- B. The project team failed to discuss the user stories as a group.
- C. The acceptance criteria of the user stories were too specific.

Answer: B

NEW QUESTION 140

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 143

Universal Containers is working to improve Salesforce adoption. Customer reps are utilizing many Salesforce features in the org, but sales reps are still relying on their personal spreadsheets.

What should the business analyst do to better understand the sales reps process in order increase Salesforce adoption?

- A. Host Focus group, conduct surveys, and shadow the sales reps to observe the tools they use and how the use them.
- B. Run reports based on usage to see where the sales reps are spending the majority of their time in Salesforce.
- C. Arrange for the sales reps to collaborate with customer service reps to learn service reps interact with Salesforce.

Answer: A

NEW QUESTION 145

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

Answer: A

NEW QUESTION 150

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 155

Universal Containers (UC) has low adoption rate of its Salesforce solution. UC has hired a new vendor to overhaul its documentation and training process. needs a business analyst to facilitate this transition.

Which of set if actions are the most effective business needs from stakeholders?

- A. send surveys to collect feedback; observe end 'Users; whiteboard incoming requests; and store communication In a centralized location.
- B. Mock up a design; build a prototype; demonstrate functionality to end users; and collect feedback for Changes.
- C. Use multiple forms of communication; build trust; show empathy; and get commitment for next

Answer: C

NEW QUESTION 159

Cloud Kicks needs to revamp its support process to improve the customer experience and has asked the Service Cloud team to collaborate with the business analyst (BA). The BA has scheduled an initial live process mapping session with all stakeholders and received the following calendar responses:

Stakeholder Role	Response
Expert Agent	Yes
Team Leader	Yes
Service Admin	No
Case Solver	Yes

What should the BA do?

- A. Hold a one-on-one diagram session with each stakeholder before the workshop.
- B. Proceed with the workshop as scheduled with the stakeholders who are available.
- C. Cancel the workshop and reschedule it to a date when ail stakeholders ace available.

Answer: C

NEW QUESTION 163

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 164

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 168

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 170

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 173

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 178

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 179

Which of the following User Management terms is best described by this definition: " Item assigned to a User that determines the functionality that they can access across the Salesforce ecosystem".

- A. Role
- B. User License
- C. Profile
- D. Username

Answer: B

NEW QUESTION 183

A business analyst (BA) is working with the support team at Cloud Kicks (CK) on a Service Cloud implementation. The BA has decided to create a process map to understand CK's current merchandise return process.

What are the top three benefits of creating a process map?

- A. Engages stakeholders, identifies improvements, and starts the change process
- B. Builds accountability, increases revenue, and decreases overall time spent on requirements
- C. Identifies improvements, decreases project costs, and starts the change process

Answer: B

NEW QUESTION 185

The VP of sales at Clod Kicks wants to streamline the lead qualification process to improve the team's productivity and help them reach their target goals. A business analyst (BA) has been assigned to the project to identify the disconnect between the sales and marketing teams' definition of a qualified lead? What should the BA focus on?

- A. Mapping historical lead data from each team and building charts to highlight similarities
- B. Evaluating team's skill and experience to determine how they can better align.
- C. Scheduling an all-day collaboration workshop with both teams to resolve their differences

Answer: C

NEW QUESTION 186

A business analyst (BA) at Northern Trail Outfitters is preparing for a user acceptance testing (UAT) session for a global Sales Cloud project. What should the BA do to engage the business most effectively during UAT?

- A. Hand over ownership for writing, reviewing, and executing UAT scenarios, providing feedback, and approval for release to business stakeholders.
- B. Work with quality assurance analysts to collaborate in writing, reviewing and executing UAT scenarios, providing feedback, and approval for release.
- C. Work with business stakeholders to collaborate in writing, reviewing, and executing UAT scenarios, providing feedback, and approval for release.

Answer: C

NEW QUESTION 190

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 the 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 193

A business analyst has been asked to evaluate all of the reporting tools that Universal Containers (UC) currently uses, including CRM Analytics, to identify gaps and overlaps in functionality. Which tool would help UC understand the existing functionality.

- A. Value stream map
- B. Capability model
- C. Process map

Answer: A

NEW QUESTION 198

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 to 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 201

Which step should a business analyst take to establish credibility and convey 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 considers time zone and language differences.
- C. Reiterate the project objectives and the KPIs that will be tracked.

Answer: A

NEW QUESTION 204

One retail location of Cloud Kicks has been getting complaints from shoppers about being unable to find items in the store. The general manager has asked IT to configure tablets for the sales clerks so they can move freely around the store to assist customers.

The IT team writes a functional requirement:

- Tablets running the Salesforce mobile app must allow users to access store inventory records which include current item count and item location.

Which user story should the business analyst write to describe the functional requirement?

- A. As a sales clerk, I want to see item availability and locations to help customers find items.
- B. As a general manager, I want sales clerks to have tablets so they can help customers find items.
- C. As a customer, I want sales clerks to have access to item availability to help them find items.

Answer: A

NEW QUESTION 209

The Salesforce team at Cloud Kicks (CK) is reviewing the sales team's business processes. During a review session, the business analyst notices that quantifiable benchmarks have yet to be established.

Why is it a best practice to establish benchmarks to evaluate existing processes?

- A. Proves processes are out of date and require a new solution
- B. Compares processes against CK's closest competitors
- C. Shows tangible impact from changes to processes

Answer: C

NEW QUESTION 210

Northern Trail Outfitters (NTO) has noticed that many customers are posting to social media about issues they are having with a new product. The services team is looking for easy ways to engage with these customers and resolve their complaints. During the first discovery meeting of the project, the business analyst (BA) hears that the VP of services and support wants to implement Omni-Channel for NTO's Service Cloud.

What should the BA do first to ensure the ongoing success of the project?

- A. Configure a proof-of-concept demo within a sandbox environment to show the pros and cons of the requested solution.
- B. Produce a gap analysis document that will show the ways the requested solution can solve the limitations of NTO's current system.
- C. Encourage the project stakeholders to think of various ways to solve cases different before deciding on a specific solution.

Answer: B

NEW QUESTION 213

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 218

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