

Salesforce

Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)



NEW QUESTION 1

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

What should the BA do next?

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

Answer: B

NEW QUESTION 2

Universal Containers is 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 Salesforce delivery team at Cloud Kicks consistently has user stories that developers start but are unable to complete during each sprint. During the most recent retrospective, the development team expressed that they are running out of time to complete the stories. The team used the INVEST checklist to diagnose why these stories are incomplete at the end of the sprint.

Which checklist item is the most likely reason why the stories are incomplete at the close of the sprint?

- A. Negotiable
- B. Valuable
- C. Small

Answer: C

NEW QUESTION 4

What is the storage of the Developer Pro Sandbox?

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

Answer: D

NEW QUESTION 5

A project is in the user acceptance testing phase of a Sales Cloud implementation at Universal Containers. The business analyst (BA) is coordinating the test case execution and supporting the testers. One of the testers fails a test case because they were unable to see a custom field identified in the directions. The BA has reviewed the details of the failed test case and compared the expected outcome to the requirements.

What should the BA do next?

- A. Assign the test case to another tester.
- B. Assign a bug to the development team.
- C. Attempt to reproduce the issue.

Answer: B

NEW QUESTION 6

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

Which best practice should the BA follow?

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

Answer: C

NEW QUESTION 7

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 most impacted by breaking down the user stories?

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

Answer: C

NEW QUESTION 8

From where can an Admin unlock a user?

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

Answer: B

NEW QUESTION 9

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 10

The sales team at Universal Containers has concerns that the process for distributing new leads is too slow. The VP of sales has engaged a business analyst (BA) to help map out a process to distribute new leads quickly. The BA sets up a meeting with stakeholders and learns a stakeholder already has a solution in mind. What should the BA do next?

- A. Implement the solution now to save time in the planning phase.
- B. Ask the stakeholder to demo their solution to the project team.
- C. Gather requirements and then note the proposal solution.

Answer: C

NEW QUESTION 10

The business analyst (BA) At universal Containers is writing user stories for its Salesforce Field Service implementation. What should the BA evaluate to understand the understand the risk level of the user stories?

- A. Scope, resource, and documentation impact
- B. Team, budget, and timeline impact
- C. Technical, operational, and regulatory impact

Answer: A

NEW QUESTION 11

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 14

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 17

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 22

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

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

Answer: C

NEW QUESTION 25

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 30

A sales manager at Cloud Kicks recently learned about Salesforce Macros and believes service agents could benefit from the feature. The sales manager created the following user story: "As a service agent I want Salesforce Macros to complete repetitive tasks faster." What should the business analyst change to improve the user story?

- A. Replace the specific feature with a goal.
- B. Change the user story to the sales manager persona.
- C. Add a quantifiable reason why the feature is needed.

Answer: A

NEW QUESTION 35

Universal Containers has scheduled a meeting with stakeholders, business analysts (BAs), and technical resources to review user stories. A BA reviews the user stories in advance of the meeting and notices that some best practices have been ignored. The first user story is focused on escalating cases in Service Cloud: "The customer service agent needs the ability to escalate a case so they can assign high-risk cases to tier 2 support for faster resolution."

Acceptance Criteria:

- * 1. Add permission set
- * 2. Users can escalate cases
- * 3. Create fields on the Case object
- * 4. Reports

Which best practice was ignored?

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

Answer: C

NEW QUESTION 39

A business analyst (BA) at Northern Trail Outfitters is assigned to a project to help revamp the case management process. The BA has gathered requirements and finished the first draft of user stories.

What should the BA use to assess the quality of a user story?

- A. INVEST checklist
- B. Numerical framework
- C. Gap analysis document

Answer: A

NEW QUESTION 43

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 46

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 50

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 55

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

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

Answer: B

NEW QUESTION 58

The business analyst (BA) at Cloud Kicks (CK) has been tasked with optimizing CK's lead process. In the weekly sales meeting, the BA outlines the project and asks for input. A new entry-level employee reaches out multiple times with ideas and suggestions for improvements. What should the BA do when responding to the new employee's input?

- A. Schedule a one-on-one meeting with the new employee to get an alternative perspective from a beginner's mind.
- B. Acknowledge the new employee's ideas while making extra effort to reach out to stakeholders who have more industry experience and knowledge.
- C. Send a detailed survey to the entire sales team, including the new employee, to understand their needs, expectations, and priorities.

Answer: A

NEW QUESTION 63

Northern Trail Outfitters (NTO) has acquired a competitor. The agreement is to migrate the acquired company into NTG's Technological Platforms. One of its challenges is to offer a unified customer experience while strengthening the relationship with its customers. The business analyst (BA) has been asked to translate the business objectives and assemble an improved and standard customer experience. Which strategy should the BA use to accomplish the goal?

- A. Understand business objectives, define the intention and audience, conduct user experience research, analyze the research results, and design an improved new user experience.
- B. Understand business objectives, define the intention and audience, lead a journey mapping workshop, find opportunities for improvement, and update the journey map.
- C. Understand business objectives, determine company culture, evaluate processes and user experiences, interview stakeholders, and add improvements to the integration roadmap.

Answer: B

NEW QUESTION 64

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 68

The business analyst (BA) on the Salesforce development team at Northern Trail Outfitters is leading a requirements elicitation workshop about the process for onboarding new wholesale partners. While whiteboarding the process, one stakeholder continuously interrupts and points out inefficiencies with invoicing and delivery processes. What should the BA do to prevent the session from being derailed?

- A. Shift the conversation from onboarding to the stakeholder's concerns.
- B. Ask the stakeholder to focus on the onboarding process.
- C. Add the stakeholder's concerns to a "parking lot" for further discussion.

Answer: C

NEW QUESTION 73

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 74

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

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

Answer: C

NEW QUESTION 77

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 82

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 84

A business analyst (BA) at Northern Trail Outfitters has been asked to explain a sales process improvement idea and collaborate on a plan for implementation. Several sales users in various locations have been identified to participate.

Which technique should the BA use to optimize effectiveness and build a shared understanding of the idea and approach?

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

Answer: B

NEW QUESTION 87

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 92

Universal Containers wants to integrate its Salesforce org with the largest online professional network so its sales reps can view information directly on Salesforce records. The business analyst will write acceptance criteria for this scenario.

What is an example of good acceptance criteria?

- A. A sales rep can view current information directly in the Lead and Contact records.
- B. A sales rep needs to have the CRM widget installed in the Lead and Contact Record Page Layout.
- C. Install a CRM widget to allow sales reps to view information in the Lead and Contact records.

Answer: C

NEW QUESTION 93

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 98

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

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

Answer: A

NEW QUESTION 100

A business analyst is using storytelling to communicate the vision for a Salesforce solution to business stakeholders. Which storytelling technique should the BA use in their initial demo of a solution to business stakeholders?

- A. Highlight a perspective from testing feedback that identifies bugs and pain points in their business challenges.
- B. Give a perspective from a relatable persona that shows the development team can solve their business challenges.
- C. Describe a perspective from the business requirements document that addresses architectural concerns based on their business challenges.

Answer: B

NEW QUESTION 102

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 BA 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 103

Universal Containers has asked a business analyst (BA) to assist the sales management team with a request for a new picklist field called "Lost Reason" on the Opportunity object with the goal of improving pipeline reports. After mapping the managers to the sales leader persona and obtaining feedback from them, the BA has discovered that the managers want to better understand Closed/Lost Opportunities so they can help sales teams close more deals. Which option should the BA use to construct the user story?

- A. As a sales leader, I want to see more details on Closed/Lost Opportunities so I can help the sales team improve close rates.
- B. As a sales team member, I need additional enablement training and reporting information to help the improve close rates.
- C. AS a sales leader, I need a new "Closed/Lost Reason" picklist field on Opportunities and better reports to help the sales team improve close rates.

Answer: C

NEW QUESTION 107

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

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

Answer: A

NEW QUESTION 109

Sales managers at Northern Trail Outfitters (NTO) have received feedback from sales reps that record pages are slow and often take longer to load when using the app on the phone. The business analyst (BA) has been asked to evaluate NTO's org to find out which pages are the slowest to load when using the app on the phone.

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

- A. Create a new page layout for the phone.
- B. Use performance analyzer to view the assessment.
- C. Confirm steps to reproduce the issue.

Answer: B

NEW QUESTION 111

Universal Containers is rolling out Sales Cloud for the contract renewals team. The team has expressed resistance to learning another platform and changing their processes. The business analyst (BA) shows them a video case study of a contract renewals team at another company that successfully adopted Sales Cloud, which shortened its time to close and increased its close rate by 30%. Which influencing style is the BA using?

- A. Accommodating
- B. Collaborative
- C. Inspiring

Answer: C

NEW QUESTION 114

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

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

Answer: B

NEW QUESTION 115

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 120

The business analyst (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 122

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 126

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 129

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 130

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 134

A business analyst (BA) working on a Service Cloud implementation is reviewing user stories to verify they are written effectively.

What should the BA confirm about the user stories when completing this review?

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

Answer: C

NEW QUESTION 138

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 143

A business analyst (BA) uncovered a number of issues communicated by stakeholders in a Sales Cloud discovery session.

Which issue should concern the BA most?

- A. The previous implementation partner neglected to do a knowledge transfer of the final solution.
- B. The support organization still needs to be trained on how to use Sales Cloud.
- C. The system admins note a fair amount of technical debt without having the time or expertise to address it.

Answer: A

NEW QUESTION 145

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 148

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

Which type of document should the BA use to meet the requirement?

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

Answer: C

NEW QUESTION 151

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 156

A business analyst captures the following acceptance criteria for a user story about case reassignment in Service Cloud.

- A service manager can click a Reassign button that changes the owner field of the case.
- A service manager is able to reassign cases-as part of the mobile experience.
- Reassignment functionality can be used on cases that have been auto-reassigned.
- Service reps are unable to reassign cases. Which mistake was made?

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

Answer: B

NEW QUESTION 159

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 161

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 165

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 167

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 170

As a part of discovery, the business analyst (BA) at Universal Containers is trying to understand how Salesforce was implemented.

What should the BA utilize to help uncover any technical constraints or potential problems in a Salesforce implementation?

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

Answer: A

NEW QUESTION 175

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 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 181

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 business stakeholders to collaborate in writing, reviewing, and executing UAT scenarios, providing feedback, and approval for release.

Answer: C

NEW QUESTION 183

The business analyst at Universal Containers is helping the team transition from workflow rules to flows. The work has been built and it is time to kick off user acceptance testing (UAT). What is the goal of UAT?

- A. To ensure what was originally requested is being delivered
- B. summarize the overall ask and determine what is in scope
- C. To identify acceptance criteria with pass/fail indicators

Answer: A

NEW QUESTION 188

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

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

Answer: A

NEW QUESTION 193

The data science team at Universal Containers (UC) has been asked to analyze the sales team's data within Salesforce. Early in their research, the data science team discovered concerns about data quality. UC has brought in a business analyst (BA) to help address the concern. What should the BA focus on doing first during the initial discovery phase?

- A. Shadow the sales team to observe process for entering data into Accounts and Opportunities.
- B. Meet with the executive leadership team to accurately understand the business need.
- C. Understand and document the data quality issues reported by the data science team.

Answer: C

NEW QUESTION 198

A business analyst (BA) at Universal Containers has been assigned to a Salesforce project that will have an impact on more than 5,000 office locations across the globe. The BA needs to identify the people who can describe the business problem and provide detailed requirements. Which document should the BA use?

- A. RACI chart
- B. User stories
- C. Stakeholder analysis

Answer: C

NEW QUESTION 202

Universal Containers is developing a new recurring app utilizing Lightning screen flows. The business analyst (BA) has started writing user stories in a repository. The project lead has edited user stories in the DevOps tool to make them more complete. What should the BA do to understand which user stories were modified?

- A. Review the approval history.
- B. Review the change sets history
- C. Review the version control history.

Answer: C

NEW QUESTION 206

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 210

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 213

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 214

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 219

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