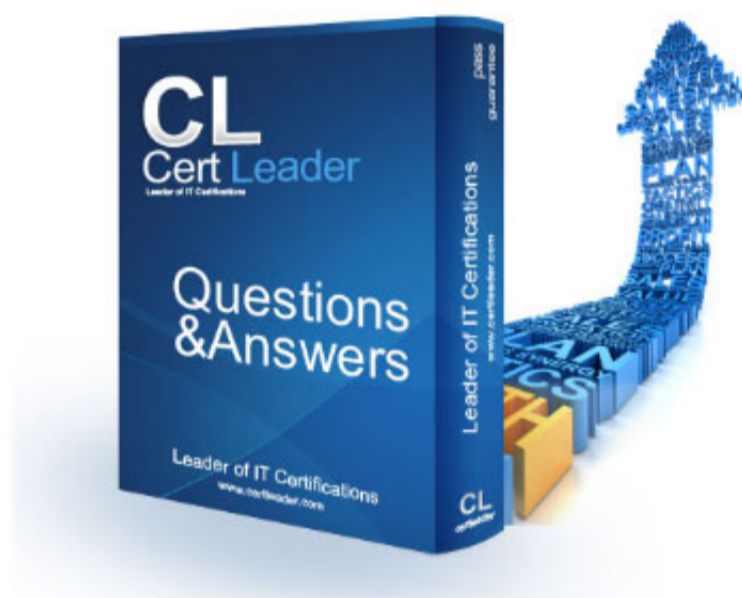


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NEW QUESTION 1

Universal Containers is developing a new recruitment app using Service Cloud. The project team has started writing user stories including:

"As a human resources (HR) manager, I need to document the progress of a candidate's submission so I can manage the candidate's application throughout the recruiting process."

What is one definition of done for this user story?

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

Answer: B

NEW QUESTION 2

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 3

A business analyst (BA) is in the process of documenting requirements. The BA wrote the following user story:

"As a sales team manager, I want the ability to access reports on Sales Cloud to evaluate if the team's daily activities are meeting the set goals."

Which acceptance criteria is most appropriate for this user story?

- A. Able to monitor the sales team's performance
- B. Able to click the Run button on sales reports
- C. Able to view the sales team's reports

Answer: A

NEW QUESTION 4

Cloud Kicks wants managers to be able to approve time-off requests in Salesforce. A business analyst (BA) wrote the following: User Story.

"As a manager, I want to communicate the status of time-off requests with employees so that I can increase employee satisfaction.'

- A manager can change the status of the request
- A manager can send a comment to the employee about their request.
- The solution must be intuitive.

Why does the BA need to make a change to improve the user story'

- A. The acceptance criteria is too vague.
- B. The user story is too large to test.
- C. The acceptance criteria should be solution focused.

Answer: A

NEW QUESTION 5

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 6

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 7

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 8

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 9

A business analyst (BA) at Northern Trail Outfitters (NTO) is assigned to a project to help revamp n 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 10

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 10

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 14

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

- A. Entity relationship diagram
- B. Definition of done
- C. User acceptance criteria

Answer: B

NEW QUESTION 16

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

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

Answer: B

NEW QUESTION 17

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 18

Universal Containers uses Kanban to complete its Salesforce development. In the middle of a sprint, the sales manager submits an important item to the team.
What should the business analyst do next?

- A. Ask the team to reprioritize the backlog and work on the item at the top.
- B. Ask the team to commit to the work for the next sprint.
- C. Ask the team to pivot and complete the work immediately.

Answer: A

NEW QUESTION 22

Cloud Kicks (CK) wants to redefine its lead-to-customer business process. CK wants to unify the interactions between sales, marketing, and customers to provide a more seamless experience. The business analyst (BA) need to create a visual representation that includes the steps and inputs from both sales and marketing.
Which tool should the BA use to capture all launches of the current state?

- A. Journey Mapping
- B. Process Mapping
- C. Whiteboarding

Answer: B

NEW QUESTION 24

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 26

Northern Trail Outfitters (NTO) wants to address a recent group of complaints it received from the service team. The NTO Salesforce team was alerted that the current routing process is preventing cases from reaching the correct service team without manual intervention.

Which action should the business analyst take to best understand and document the current and recommend a future state?

- A. Organize a brainstorming session with service team leadership.
- B. Engage in a live process modeling exercise with the service team.
- C. Review individual surveys and questionnaires from the service team.

Answer: A

NEW QUESTION 29

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 31

The executive director of Universal Containers (UC) plans to purchase additional Salesforce licenses. The director recently hired a business analyst (BA) to lead a series of journey mapping sessions. The director wants the Journey mapping sessions to be tailored to the features and capabilities that are currently available in UC's Salesforce environment.

Which information does the BA need to determine the features and functionality UC can implement while avoiding additional costs?

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

Answer: A

NEW QUESTION 36

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

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

Answer: A

NEW QUESTION 38

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 40

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 44

The user acceptance testing (UAT) of a solution has passed. During the code review process, a technical team found that the Apex code fails to meet Salesforce coding standards which makes it challenging to maintain over the long term and may create performance issues. The business analyst has identified this as an issue that prevents deployment to production.

Which principle of Agile methodology does this violate?

- A. Sprint retrospective
- B. Definition of done
- C. Iterative development

Answer: B

NEW QUESTION 47

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 51

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 54

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 55

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 59

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 60

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 61

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 66

The business analyst (BA) working with the contract renewal team at Cloud Kicks has mapped out its current renewal process, the BA has noted where representatives are inputting contract information from PDF documents which is introducing errors and an inaccurate date into Salesforce. Which type of inefficiency is happening during this step in the process?

- A. Avoidance
- B. Manual effort
- C. Duplication

Answer: B

NEW QUESTION 67

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 (BA). 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 72

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 77

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 82

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 83

The business analyst at Universal Containers is writing users stories to support the Salesforce implementation for the sales operations division.

There is a request for visibility into sales rep' pipeline so that can see their revenue. Which missing component is necessary to finish this user story?

- A. Who
- B. Why
- C. When

Answer: B

NEW QUESTION 87

The VP of sales at Cloud 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' definitions of a qualified lead.

What should the BA focus on?

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

Answer: C

NEW QUESTION 88

When creating a new User how can the Admin make sure a temporary password is generated?

- A. Select "Temporary Password and Confirmation Email Required"
- B. There are no temporary passwords available for setup of new users in Salesforce.
- C. Select "Generate Passwords and notify the user via email."
- D. This is a default feature, no setup required.

Answer: C

NEW QUESTION 91

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 93

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 all stakeholders are available.

Answer: C

NEW QUESTION 95

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 96

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 customers 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 97

Cloud Kicks uses declarative change set development to deliver its Salesforce customizations. The business analyst (BA) works with the technical leads 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 100

The business analyst (BA) at Universal Containers is grooming user stories to add to the next sprint. The BA is having difficulty understanding the level of testing that's necessary for a particular story involving an update to an important trigger.

What should the BA do to address the need for user acceptance testing (UAT)?

- A. Run all Apex tests using change set validation.
- B. Gather testing requirements from the stakeholder.
- C. Perform testing on all objects in the trigger.

Answer: B

NEW QUESTION 102

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 104

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 106

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 110

Northern Trail Outfitters wants to reduce the amount of time it takes for customers to receive their orders after making an online purchase. Which initial steps should the business analyst take to help determine why the order management and fulfillment process is slow?

- A. Work with stakeholders to identify relevant processes, select a key process with defined start and end points, and collaborate with process owners and users to create a current state process map.
- B. Conduct interviews with stakeholders in the order management and fulfillment departments to identify individual pain points and brainstorm process improvement solutions.
- C. Create a process map that includes detailed steps related to order management and fulfillment, analyze the process map for inefficiencies, and present findings to leadership.

Answer: B

NEW QUESTION 113

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 117

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 119

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 124

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

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

Answer: B

NEW QUESTION 125

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 127

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 129

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 134

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

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

Answer: A

NEW QUESTION 135

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