

# Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)

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#### NEW QUESTION 1

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

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

**Answer: B**

#### NEW QUESTION 2

Universal Containers is 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 3

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 4

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

Which characteristics make a user story successful?

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

**Answer: C**

#### NEW QUESTION 5

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 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

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 8

Universal Containers has kicked off a project focused on transforming its customer service department using Service Cloud. During onboarding, the project manager shared the following process maps with the business analyst (BA):

Case Creation

- Case Triage
- Case Assignment
- Case Management
- Case Closure

Which key attributes should the BA look for when reviewing the process maps?

- A. Audiences, scope, inputs, outputs, and resources
- B. Cost, timeline, risks, requirements, and opportunities
- C. Case sources, types, volumes, priorities, and reasons

**Answer:** C

#### NEW QUESTION 9

A business analyst (BA) at Cloud Kicks is preparing for a user acceptance testing (UAT) session to release a record-triggered flow that notifies account and opportunity owners once a quote has been accepted.

What should the BA do during UAT to ensure the solution meets the requirements?

- A. Work with subject matter experts to perform UAT in a sandbox.
- B. Work with the solution architect to perform unit testing in a sandbox.
- C. Work with the quality assurance (QA) team to perform UAT in a sandbox.

**Answer:** A

#### NEW QUESTION 10

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

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

Which mistake did the BA make when creating this story?

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

**Answer:** A

#### NEW QUESTION 10

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

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

**Answer:** C

#### NEW QUESTION 12

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 17

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 19

A Salesforce business analyst (BA) has recently joined a new project to improve the Sales Cloud implementation at Cloud Kicks. The BA wants to quickly

introduce new functionality to impress the customer.  
Which action should the BA take?

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

**Answer:** A

#### NEW QUESTION 23

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 24

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 25

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

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

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

**Answer:** B

#### NEW QUESTION 28

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 32

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 36

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 38

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

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

**Answer:** A

#### NEW QUESTION 40

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 42

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

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

**Answer:** B

#### NEW QUESTION 47

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 52

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 57

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 60

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 64

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 67

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 72

Cloud Kicks is implementing cases to handle its growing volume of customer inquiries. The Business analyst (BA) on the implementation has 2 years of experience with Service Cloud. This is one of the user stories the BA wrote for the implementation:

A customer service representative wants to use Salesforce Macros to update notes and change the case stats to close to reduce the time spent on each case.

Which mistake did the BA make when writing this user story?

- A. The incorrect persona was used in the story.
- B. The story included feature- specific language.
- C. The story explained the value to the user.

**Answer: B**

#### NEW QUESTION 73

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 78

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 82

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 85

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 89

Which type of process diagram should the business analyst use at the beginning of a Salesforce project to outline high-level process areas such as "Prospect to Contract"?

- A. Capability model
- B. SIPOC (Suppliers, Inputs, Process, Outputs, Customers)
- C. Value stream map

**Answer: B**

#### NEW QUESTION 90

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 91

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 93

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 98

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 103

At Universal Containers, a business analyst (BA)r solution architect, lead developer, quality assurance lead, and other team members need access to user stories as part of the Agile lifecycle of enhancements to a Marketing Cloud integration project.

What should the BA do to give all team members access and visibility to the most recent user stories as the project is in motion?

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

**Answer: A**

#### NEW QUESTION 107

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

Which technique is the BA using?

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

**Answer:** A

#### NEW QUESTION 110

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 111

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

What is the largest risk with this approach?

- A. The previous VP's requirements fail to meet current formatting standards.
- B. The previous VP's requirements may differ from those of the new executive.
- C. The previous VP's requirements are outside of the Salesforce framework.

**Answer:** B

#### NEW QUESTION 116

Which User access and sharing features would you use for the following use case: it is the first time a user logs in and they need to be sent an email with a way to authenticate their email.

- A. 2 FA
- B. Single Sign-On
- C. Email Proof
- D. Login Link

**Answer:** D

#### NEW QUESTION 117

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 118

A business analyst (BA) at Northern Trail Outfitters is mapping a workflow process to onboard a new user group to a Service Cloud implementation.

Which level of detail should the BA use for the process map and why?

- A. Very detailed—It should be prescriptive for new users following an unfamiliar process.
- B. Somewhat detailed—Since the process will be repetitive, new users will learn and remember the details.
- C. Simple—A high-level overview of the process is sufficient to show a new user experience.

**Answer:** A

#### NEW QUESTION 120

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 122



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 126

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 127

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 WTO'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 130

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 132

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

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

**Answer:** C

#### NEW QUESTION 137

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 141

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 145

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 147

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 152

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 157

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

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

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

**Answer:** B

#### NEW QUESTION 162

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 164

The sales team is learning a new sales methodology. Management wants to align Salesforce opportunities with the methodology. What is the first step a business analyst should take to begin overhauling the Opportunity object?

- A. Understand the current business process.
- B. Configure stages in Salesforce.
- C. Create new reports and dashboards.

**Answer:** A

#### NEW QUESTION 168

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

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

**Answer:** A

#### NEW QUESTION 172

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 174

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

Which type of session should the BA perform?

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

**Answer:** B

#### NEW QUESTION 179

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 183

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 the can better align
- C. Scheduling an all-day collaboration workshop with both team to resolve their difference

**Answer:** C

#### NEW QUESTION 184

Northern Trail Outfitters is implementing Marketing Cloud. Stakeholders are having a difficult time conceptualizing how Marketing Cloud uses insights to create journeys. The Business analyst (BA) has been asked to show stakeholders how it works so the implementation project can move forward. Timelines are too tight to present a demo, and approval from stakeholders is needed soon in order to keep the project on track.

What should the BA do to help stakeholders visualize how it will work?

- A. Create a UPN (Universal Process Notation) diagram.
- B. Build a capability model.
- C. Schedule a storyboarding session.

**Answer:** A

#### NEW QUESTION 187

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 190

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 195

As a business analyst (BA) starts engaging stakeholders for a user story writing workshop, an executive sponsor questions why the Commerce Cloud project is creating user stories rather than standard requirements.

What is one benefit of creating user stories that the BA can share with the executive sponsor?

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

**Answer: B**

#### NEW QUESTION 198

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 202

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

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

**Answer: C**

#### NEW QUESTION 205

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

What should the business analyst do to meet the requirement?

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

**Answer: A**

#### NEW QUESTION 207

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 210

Cloud Kicks uses declarative change set development to deliver its Salesforce customizations. The business analyst (BA) works with the technical team 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 215



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

Which option captures this requirement?

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

**Answer:** A

#### NEW QUESTION 217

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 218

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 219

Universal Containers wants the ability to fill out a survey based on customer feedback. The team is unable to visualize a possible solution in order to confirm the requirements.

Which elicitation technique should the business analyst use to help the team meet its goal?

- A. Prototyping
- B. Brainstorming
- C. Observation

**Answer:** A

#### NEW QUESTION 220

A business analyst (BA) is working on a request from a sales leader at Universal Containers. The sales leader has noticed the quality of information on new leads has declined recently. After completing their initial research, the BA concludes that the Salesforce lead intake form needs to be updated to include only essential information. Since several sales teams use the intake form, the BA must get alignment from all of the groups.

How does whiteboarding help the BA collaborate with multiple stakeholders?

- A. It provides a script to follow with suggested questions and prompts, identifies exactly what each group needs in order to be successful, and the final version acts as the business requirements document.
- B. It builds a shared understanding of the current state, creates a space for everyone to contribute since the activity feels shared, and guides the conversation while maintaining engagement.
- C. It provides a single document in a central location for stakeholders to contribute, allowing each group to provide feedback on their own, instead of requiring everyone to meet and discuss together.

**Answer:** B

#### NEW QUESTION 225

Universal Containers is implementing a Salesforce solution that's designed to transform its customer service division. During sprint planning, it was determined that the development team would be able to successfully deliver all remaining work items. However, due to unplanned delays, the development team is now at risk of being unable to complete the work items.

Work Item	User Story	Epic	Priority	Effort
US-4007	Case Closure Action	Case Closure	High	12 hours
US-4008	Case Reason Reports	Case Reports	Medium	12 hours
US-4009	Case Age Reports	Case Reports	Medium	4 hours
US-4010	Case Routing by Type	Case Routing	Low	12 hours

The project manager has asked for the business analyst's (BA) help to prioritize the remaining work items. The development team has 16 hours of capacity remaining and is focused on launching a minimum viable product (MVP) of the customer service solution as soon as possible.

Which work items should the BA prioritize with the remaining 16 hours of development capacity? US-4008 and US-4009

- A. US-4008 and US-4009



- B. US-4007 and US-4009
- C. US-4009 and US-4010

**Answer:** B

#### NEW QUESTION 226

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 228

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 233

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 236

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 237

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 240

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 243

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 248

Cloud Kicks has decided to implement a case management process through Service Cloud. A business analyst (BA) has been tasked with writing requirements for this new feature.

Which process should the BA follow to draft and finalize the requirements?

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

**Answer:** C

#### NEW QUESTION 250

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 252

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 256

The business analyst is auditing data access by documenting Field-level Security on the Account object in Salesforce.

How do end users participate as stakeholders in data Governance?

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

**Answer:** C

#### NEW QUESTION 259

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 264

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 267**

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 270**

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