

Salesforce

Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)



NEW QUESTION 1

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 2

Which tool is used to create reports, incorporate filters and select the Report Type?

- A. Data Loader
- B. Report Builder
- C. A csv file that will then get imported.
- D. Report Composer

Answer: B

NEW QUESTION 3

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 4

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: A

NEW QUESTION 5

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 6

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 7

Cloud Kicks (CK) plans to establish a Center of Excellence (CoE).
How will CK benefit from using a CoE to define the long-term vision for its Salesforce org?

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

Answer: A

NEW QUESTION 8

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: B

NEW QUESTION 9

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 10

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

Which method should the BA use to start collecting data?

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

Answer: B

NEW QUESTION 10

The sales team recently received training on a new sales methodology. When viewing an Opportunity in Sales Cloud, the sales manager wants the sales cycle to include new stages in addition to multiple custom fields. The business analyst is starting to construct user stories to support the new process.
What should each user story include?

- A. Value, purpose, and need
- B. Who, what, and why
- C. Who, where, and how

Answer: B

NEW QUESTION 12

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 15

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

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

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

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

Answer: A

NEW QUESTION 17

The business analyst (BA) at Northern Trail Outfitters is writing user stories about a Case creation feature within Service Cloud for an upcoming sprint. This feature overlaps with another feature that is being developed in the current sprint. The BA is working with the technical team to identify metadata dependencies across features to prevent overwriting before the release.

What should the BA use?

- A. Setup Audit Trail
- B. Change Sets
- C. Version control

Answer: C

NEW QUESTION 18

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

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

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

Answer: A

NEW QUESTION 23

The business analyst at Universal Containers is writing user 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: A

NEW QUESTION 25

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 27

Northern Trail Outfitters has a large Salesforce org with sales, marketing, and billing teams pushing for the development of a large number of items in the backlog. Which management process should the business analyst suggest to help the teams align on their competing priorities?

- A. Integrated Definition for Process Description Capture Method (IDEF3)
- B. Vision, Values, Methods, Obstacles, and Measures (V2MOM)
- C. Business Process Modeling Notation (BPMN)

Answer: B

NEW QUESTION 28

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 29

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 33

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 34

The business analyst (BA) at Universal Containers is preparing for user acceptance testing (UAT) for an Experience Cloud implementation. Which people should participate in UAT?

- A. Business users, project manager, key stakeholders
- B. BA, project manager, key stakeholders
- C. BA, business users, key stakeholders

Answer: C

NEW QUESTION 35

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 40

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

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

Answer: B

NEW QUESTION 45

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

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

Answer: A

NEW QUESTION 48

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

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

Answer: A

NEW QUESTION 50

Universal Containers recently kicked off a project to build an Experience Cloud solution for partners. Partners need to upload their monthly sales reports to this account portal. Which option should the business analyst use as the functional requirement specification?

- A. Partners need to submit monthly sales reports.
- B. The portal should allow for partners to upload monthly sales reports.

C. The portal should allow for partners to access monthly sales reports.

Answer: B

NEW QUESTION 55

New interns at Universal Containers have been tasked with following a new process to import leads from a spreadsheet into Salesforce. A business analyst is mapping the process to document the overall lead creation process. What should the process map look like?

- A. A very detailed process map that is unambiguous and version controlled
- B. A somewhat detailed process map that is easy to remember and self-explanatory
- C. A simple process map that is high-level and covers key aspects

Answer: A

NEW QUESTION 58

A business analyst (BA) at Universal Containers (UC) has been asked to evaluate a business process at a high level and in detail, while also keeping regulatory considerations in mind. Management wants to use the output from the BA's evaluation to inform decisions about UC's future implementations of Sales Cloud and Service Cloud.

What should the BA use for their evaluation?

- A. Cross-functional flowchart
- B. Entity Relationship Diagram (ERD)
- C. Universal Process Notation (UPN)

Answer: C

NEW QUESTION 59

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 63

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

Which step should the BA include in the business flowchart?

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

Answer: A

NEW QUESTION 67

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 69

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 70

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 75

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 79

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 82

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 83

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 87

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 92

After reviewing a technical demo, the Northern Trail Outfitters sales leadership team wants to make adjustments to the original requirements around Sales Cloud opportunity management.

What should the business analyst do to manage the requested changes?

- A. Update the gap analysis document and scope statement specification.
- B. Update the change request log and draft a new user story.
- C. Update the change management document and user acceptance testing plans.

Answer: B

NEW QUESTION 93

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 94

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 98

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 102

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: B

NEW QUESTION 104

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 106

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 111

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 112

Management at Cloud Kicks has asked a business analyst (BA) to gain alignment from a group of people to determine what is in scope and out of scope on a Salesforce project.

Which group should the BA include early in the scoping process?

- A. Personas
- B. Stakeholders
- C. Scrum team

Answer: B

NEW QUESTION 116

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: C

NEW QUESTION 120

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 124

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 129

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

What should the BA focus on?

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

Answer: C

NEW QUESTION 132

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

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

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

Answer: C

NEW QUESTION 133

Is the following a benefit of implementing Process Mapping? Spot and resolve flaws in the project early on.

- A. No
- B. Yes

Answer:

B

NEW QUESTION 135

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

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 two 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 138

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 139

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 document 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 143

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

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

Answer: A

NEW QUESTION 147

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 152

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 153

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

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

Answer: A

NEW QUESTION 156

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

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

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

Answer: B

NEW QUESTION 159

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

Which acceptance criteria is the most effective for this scenario?

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

Answer: A

NEW QUESTION 164

Cloud Kicks has invited stakeholders from multiple departments and roles to participate in its latest Salesforce project. Each stakeholder's experiences and priorities for the project are different which causes tension within the team and a lack of clarity around project direction.

What should the business analyst do to help the team work together more effectively?

- A. Encourage leadership to share their vision for the project, and ask the larger team to focus feedback only on the key objectives, pain points, and requirements outlined by leaders
- B. Limit participation in key project discovery, requirements, and solutioning meetings to leadership
- C. and engage the larger team to answer questions directly/ related to their roles when needed.
- D. Lead the stakeholders in creating a team agreement that assigns project roles and outlines how the team will collaborate, disagree, develop trust, and define success

Answer: A

NEW QUESTION 166

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 171

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 174

Universal Containers is developing a new case management solution in Salesforce. The business analyst has started writing user stories to capture feature needs. One user story is: The customer care representative wants to take ownership of new cases and communicate with customers so they can provide high-touch customer experiences."

Which component of the user story is "provide high-touch customer experiences?"

- A. Where
- B. Why
- C. Assumption

Answer: B

NEW QUESTION 176

The Salesforce development team is strictly following scrum to govern its releases. An executive trying to plan a vacation wants to know when work on the feature will begin so they can be available for additional implementation questions. After consulting with the product owner, the business analyst (BA) learns the team has decided to adopt Kanban instead for all future releases.

What should the BA tell the executive?

- A. Work will begin after executive approval is given.
- B. Work will begin in the next sprint.
- C. Work will begin when capacity becomes available

Answer: C

NEW QUESTION 179

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 182

Northern Trail Outfitters launched a new feature on its Experience Cloud site to allow customers to compare features of similar products ahead of the major promotional event of the year. The user acceptance testing (UAT) passed successfully; however, many customers complained of issues when accessing the site. What did the business analyst overlook before recommending that the release go live?

- A. The UAT should have been performed with enough time to resolve bugs in the new feature.
- B. The UAT should have been performed with both peak load and average load simulation.
- C. The UAT should have been performed by customers who are familiar with the products.

Answer: B

NEW QUESTION 183

A sales manager express frustration that the sales team is failing to enter calls in salesforce. The manager is hoping to resolve the issue quickly and has limited time and budget to complete revamp existing tools and process, the sales manager reaches out to the business analyst (BA) for recommendation. What should the BA do next?

- A. Engage a developer to scope a custom solution.
- B. Research third-party apps on the AppExchange.
- C. Export a weekly report of user activity.

Answer: B

NEW QUESTION 185

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 190

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 195

The business analyst (BA) at Universal Containers needs to gather information for their project including the steps a user takes to accomplish a goal, challenges a user faces, people the user interacts with, applications they use to complete the steps, and their level of morale as they move through the process. Which elicitation technique should the BA use?

- A. journey Mapping
- B. Survey /Questionnaire
- C. Focus Groups

Answer: A

NEW QUESTION 198

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: C

NEW QUESTION 199

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 200

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 205

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 209

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

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

Answer: A

NEW QUESTION 213

Universal Containers is in the planning phase of a Salesforce project that will transform its retail locations. The implementation team has had a difficult time

determining the priorities and requirements of previous projects from people who would be directly impacted by the solution under consideration. Which type of analysis should the business analyst recommend to ensure the implementation team avoids this challenge on the current project?

- A. Persona analysis
- B. Enterprise analysis
- C. Stakeholder analysis

Answer: C

NEW QUESTION 215

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 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 223

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 227

Which users will be able to reset a Single Sign-On user Password?

- A. The SSO Manager
- B. Users above the SSO user in the role hierarchy.
- C. Only the Admin
- D. Admin and Users with the right permission sets.

Answer: C

NEW QUESTION 231

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 235

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 240

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: C

NEW QUESTION 245

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