



Salesforce

Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)

About ExamBible

Your Partner of IT Exam

Found in 1998

ExamBible is a company specialized on providing high quality IT exam practice study materials, especially Cisco CCNA, CCDA, CCNP, CCIE, Checkpoint CCSE, CompTIA A+, Network+ certification practice exams and so on. We guarantee that the candidates will not only pass any IT exam at the first attempt but also get profound understanding about the certificates they have got. There are so many alike companies in this industry, however, ExamBible has its unique advantages that other companies could not achieve.

Our Advances

* 99.9% Uptime

All examinations will be up to date.

* 24/7 Quality Support

We will provide service round the clock.

* 100% Pass Rate

Our guarantee that you will pass the exam.

* Unique Gurantee

If you do not pass the exam at the first time, we will not only arrange FULL REFUND for you, but also provide you another exam of your claim, ABSOLUTELY FREE!

NEW QUESTION 1

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

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

What is one definition of done for this user story?

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

Answer: B

NEW QUESTION 2

The business analyst (BA) at Universal Containers (UC) wants to understand why UC failed to meet a deployment date for its product go live while following the Agile process. According to the BA's research, the developers lacked a sense of the work in progress and the intended goal of that work, and the QA team was unable to clearly test the functionality based on a given persona.

Which step should the BA take next?

- A. Create a SWOT (Strength, Weakness, Opportunity, Threat) analysis to understand why development and testing took more time.
- B. Move the deployment date out so the teams have more time to work.
- C. Review the user stories to ensure they are small, testable, and valuable.

Answer: C

NEW QUESTION 3

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

Which type of document should the BA prepare?

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

Answer: C

NEW QUESTION 4

The business analyst (BA) at Universal Containers has met with stakeholders and is using the waterfall methodology to capture requirements for Sales Cloud enhancements for a future product release.

What is the next step for the BA to take before build can begin?

- A. Define the minimal viable product.
- B. Get approval and signoff on the requirements.
- C. Schedule sprint planning meetings.

Answer: B

NEW QUESTION 5

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

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

Which acceptance criteria is most appropriate for this user story?

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

Answer: A

NEW QUESTION 6

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, Estimable
- D. Small, Testable

Answer: C

NEW QUESTION 7

What is the storage of the Developer Pro Sandbox?

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

Answer: D

NEW QUESTION 8

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

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

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

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

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

Answer: A

NEW QUESTION 9

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 10

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

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

Answer: C

NEW QUESTION 10

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 2G% 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 15

Northern Trail Outfitter is eliciting feedback from a small number of key stakeholders within the organization for improvements to the current opportunity pipeline process. One of the stakeholders has a tendency to dominate the conversation which takes the group off topic and interfaces with meeting the objective.

How should the business analyst collaborate with the key stakeholder's?

- A. Conduct individual interviews to gather input.
- B. Conduct a group brainstorming session to generate ideas.
- C. Conduct a focus group to identify pain points.

Answer: A

NEW QUESTION 17

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 19

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 24

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 25

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 27

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 30

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 35

The business analyst at Northern Trail Outfitters receives a requirement from the CRM manager to have visibility into their team's queues to monitor open cases. Which user story meets this requirement?

- A. As a CRM manager, I need a record-triggered flow to view my team's work queues so 1 can monitor their open tickets.
- B. As a CRM manager, I need to see my team's work queues so I can monitor their open tickets.
- C. As a user, I need to see case queue to monitor my team's work.

Answer: B

NEW QUESTION 37

A business analyst (BA) at Northern Trail Outfitters (NTO) is assigned to a project to help revamp n process. The current process used by the sales team is different than the process outlined in NTO's documentation.

Which step should the BA take first?

- A. Create an Entity Relationship Diagram (ERD) of the current state.
- B. Meet with stakeholders as a group to capture future requirements.
- C. Meet with stakeholders as a group to understand the current state.

Answer: C

NEW QUESTION 39

The business analyst (BA) at Northern Trail Outfitters recently configured a feature on Opportunities for the sales team. The BA plans to gather feedback from a small group of end users before rolling out the feature to the entire company.

What should the BA do to present this information?

- A. Share user stories about the feature.
- B. Demo the new feature.
- C. Create a feature manual.

Answer: B

NEW QUESTION 43

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 47

The service Center at Universal Containers is deploying a new case management solution. Management has asked the project team to prepare for end user training. The project team consists of an admin and a business analyst (BA). Which task should be assigned to the BA?

- A. Conduct user training.
- B. Create user training materials.
- C. Set up users for training.

Answer: B

NEW QUESTION 50

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 53

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 57

Cloud Kicks is a rapidly growing company and has just expanded its team to include a business analyst (BA). The IT directory has asked the BA to use application Lifecycle Management (ALM) for all Salesforce development projects. Which step of the ALM cycle requires the BA to study current business process gather requirements, and analyze them?

- A. Test
- B. Plan
- C. Build

Answer: B

NEW QUESTION 62

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 65

Cloud Kicks (CK) faces challenges with accurate reporting and metrics to use when CK schedules service agent shifts. The VP of service is unsure how the challenges can be solved in Salesforce.

Which analysis should a business analyst perform?

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

Answer: C

NEW QUESTION 68

Universal Containers (UC) has chosen to implement Sales Cloud and Service Cloud to increase revenue and remove bottlenecks in its current processes. A business analyst (BA) is tasked with diagramming business processes.

What should the BA do to successfully meet governance requirements to identify the business purpose?

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

Answer: B

NEW QUESTION 70

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 73

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 74

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

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

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

Answer: C

NEW QUESTION 78

Universal Containers (UC) uses a Salesforce org. UC is merging with a sister company that uses a different CRM. The incoming sales team is reluctant to change to a different process. The business analyst (BA) has been asked to help reach consensus and drive adoption.

Which group is well positioned to help the BA secure alignment for the initiative?

- A. System admin and project manager
- B. Power users and top sales earners
- C. Executive sponsors and sales leadership

Answer: A

NEW QUESTION 83

Cloud Kicks (CK) wants to redefine its lead-to-customer business process. CK wants to unify the interactions between sales, marketing, and customers to provide a more seamless experience. The business analyst (BA) need to create a visual representation that includes the steps and inputs from both sales and marketing.

Which tool should the BA use to capture all launches of the current state?

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

Answer: B

NEW QUESTION 88

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

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

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

Answer: A

NEW QUESTION 93

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 98

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 101

Northern Trail Outfitters (NTO) is working with an implementation partner to transform its customer support team with Service Cloud. A new business analyst (BA) who is a replacement from the partner was introduced to NTO stakeholders during the discovery phase of the project. The new BA is still getting to know each of the stakeholders when they start the requirements workshop. The BA asks a stakeholder a discovery question and they seem irritated.

What should the BA do to build trust with the stakeholder as the project continues?

- A. Set up a casual meeting to create a personal connection with the stakeholder.
- B. Reset project expectations at the next meeting with the stakeholder.
- C. Ask an executive sponsor to address the stakeholder's concerns.

Answer: A

NEW QUESTION 103

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 105

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 109

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 110

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 111

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: C

NEW QUESTION 112

The business analyst (BA) at Northern Trail Outfitters needs to create a current state process map for a Service Cloud implementation with its retail division. The BA needs a simple diagramming notation for the process map that is applicable across all industries, provides context for metrics and management decisions, and supports regulatory considerations.

Which diagramming notation should the BA use for the process map?

- A. Business Process Modeling Notation (BPMN)
- B. Universal Process Notation (UPN)
- C. Unified Modeling Language (UML)

Answer: B

NEW QUESTION 113

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 118

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 120

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

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

Answer: B

NEW QUESTION 121

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 123

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 125

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 130

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 134

Universal Containers is transitioning to Slack as its internal communication tool and is ready to release. What is the final step that a business analyst should perform during the user acceptance testing process that would ensure a "go" decision?

- A. Complete development on bugs discovered during this phase.
- B. Get written sign-off from all business stakeholders.
- C. Conduct a final retrospective meeting with the project team.

Answer: B

NEW QUESTION 139

At Cloud Kicks (CK), the marketing director's management style is results-driven. CK uses scrum methodology when developing improvements to its Salesforce org. The director requests urgent enhancements in the middle of a sprint that require changes by the development team, The director believes their needs are of the highest importance.

What should the business analyst do when disruptions to the project occur?

- A. Focus on the agreed upon deliverables instead of the new requests to prevent overallocation of resources.
- B. Ask the project manager for an additional resource to implement the new requests.
- C. Interpret the requests as guidelines to be used when determining priorities for the upcoming release.

Answer: A

NEW QUESTION 142

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 147

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

What should the BA do to prevent the session from being derailed?

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

Answer: C

NEW QUESTION 148

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 149

A business analyst (BA) discovers that universal Containers automated case assignments in Service Cloud. UC uses case assignment rules to route cases to predefined team. The UC leadership team wants to improve how cases are routed.

What should the BA recommend to help the resolve a common obstacle?

- A. Minimize case escalations to reduce time to resolution.
- B. Migrate from case assignment rules to Omni-Channel.
- C. Document the current case assignment process.

Answer: C

NEW QUESTION 150

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 153

A business analyst (BA) at Northeren 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 155

The Salesforce information technology (IT) team has built a solution in a sandbox for a cross-functional project to implement Customer 360. It is time for user acceptance testing (UAT).

What is a business analyst's role during UAT?

- A. Assist in building the requirements using standard functionality so IT can focus on code-related scenarios.
- B. Document user stories and clarify business needs so IT can deliver results based on the requirements.
- C. Coordinate stakeholder participation and notify the team when scenarios fail so IT can solve potential problems prior to go live.

Answer: C

NEW QUESTION 158

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 163

A sales manager at Universal Containers (UC) customized all of their list views on the Account object to include a new field. Although they have multiple list views. The sales manager prefers to keep the recently viewed list as their default list. When the manager realize they are unable to modify the recently viewed list, they reach out to UC's Salesforce team for help?

What are the next steps the business analyst should take?

- A. Recommend that the user submit a ticket related to the field creation.
- B. Research AppExchange solution that offer customization options.
- C. Document the desired outcome and research the impact of making a change.

Answer: B

NEW QUESTION 168

A business analysis (BA) is creating a business flowchart to review with a customer service team that is using 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 e in the business flowchart?

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

Answer: A

NEW QUESTION 169

Which of the salesforce app providers will be able to unlock a locked user with their phones?

- A. All of them.
- B. iOS (App Store)
- C. Only those that download the app from the App Exchange.
- D. Android (Google Play)

Answer: B

NEW QUESTION 174

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

Which document should the BA create?

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

Answer: A

NEW QUESTION 177

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 179

Universal Containers is nearing the launch date for its new Salesforce Loyalty Management program. The business analyst (BA) has ensured the user acceptance testing (UAT) plan has the proper test scripts.

What is another important item the BA should look for in the UAT plan?

- A. Estimated cost
- B. Timelines
- C. Process maps

Answer: B

NEW QUESTION 183

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 6A 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 186

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 189

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 193

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 197

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 200

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 202

Cloud Kicks hired a new business analyst (BA) to join an experienced cross-functional team that has successfully delivered high-quality Salesforce solutions to global stakeholders. The BA wants to quickly become a trusted advisor to the team.

What should the BA do?

- A. Focus on the task at hand instead of on individual team members.
- B. Avoid exposing one's own mistakes to the team.
- C. Tell the truth in difficult situations.

Answer: C

NEW QUESTION 206

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 211

The business analyst (BA) implementing Salesforce at Cloud Kicks is interacting with many different people throughout the company. Some of the subject matter experts (SMEs) are difficult to engage, and the BA is struggling to get the information they need. What should the BA do when they find it difficult to get a response?

- A. Put extra effort into following up with the SMEs.
- B. Limit effort to contact the unresponsive SMEs.
- C. Escalate the concern to the SMEs' manager.

Answer: C

NEW QUESTION 214

The business analysis (BA) at Northern Trail Outfitters is assigned to a project to help revamp its Experience Cloud implementation. When assessing the existing process, which type of diagram should the BA use to identify waste within and between processes?

- A. Suppliers, Inputs, Process, Outputs, Customers (SIPOC) Map
- B. Detailed Process Map
- C. Value Stream Map

Answer: C

NEW QUESTION 215

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 219

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

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

Answer: C

NEW QUESTION 222

Up to how many Profiles can a User have?

- A. Up to 3
- B. The Administrator can have up to 3, normal users only 1.
- C. As many as required.
- D. Only 1

Answer: D

NEW QUESTION 227

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

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

Answer: B

NEW QUESTION 229

Universal Containers is working to improve Salesforce adoption. Customer reps are utilizing many Salesforce features in the org, but sales reps are still relying on their personal spreadsheets. What should the business analyst do to better understand the sales reps process in order to increase Salesforce adoption?

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

Answer: A

NEW QUESTION 234

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 236

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 241

A business analyst (BA) is reviewing the risks associated With a proposed solution leveraging Cases and Support Queues, and the effect that those risks might have on the project timeline. Which type of analysis is the BA performing?

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

Answer: B

NEW QUESTION 244

The quality assurance (QA) team at Cloud Kicks is reviewing user stones to write test scripts. The QA team is having difficulty with a specific story where a modification to an existing flow is needed for a custom object. The QA team is unable to discern what needs to be tested as a result of the updated flow. What should the business analyst review and revise to provide more clarity to the QA team?

- A. The who, what, and why of the user story
- B. The acceptance criteria of the user story
- C. The definition of done of the user story

Answer: A

NEW QUESTION 249

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

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

What should the BA do?

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

Answer: C

NEW QUESTION 250

Which Salesforce standard license can be given to someone who need access only identity services, such as single sign-on (SSO)?

- A. Identity Only
- B. Lightning Platform
- C. SSO License
- D. Salesforce License

Answer: A

NEW QUESTION 251

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

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

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

Answer: C

NEW QUESTION 254

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 258

In what phase of the four application lifecycle milestones does this action belong? Communicate Changes, Update Profiles and Communicate end of Changes.

- A. Build
- B. Deploy
- C. Test
- D. Plan

Answer: B

NEW QUESTION 262

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 264

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 265

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 267

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 271

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 273

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 275

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 278

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 281

As part of the digital transformation at Cloud Kicks, company leaders have decided to adopt Service Cloud as its CRM platform for customer service and support. Executive directors are supportive of the initiative, but end users are unconvinced and prefer to remain on the current platform.
 What should the business analyst do to gain the end users' cooperation?

- A. Respond to end users with empathy and accommodate their needs; translate the end users' needs into technical requirements; and deliver the project to the developers to implement the solution.
- B. Use an assertive influencing style; demonstrate authority and expertise; outline the project objectives; and make sure end users know that the decision has been made and the time to make changes has passed.
- C. Identify key stakeholders and develop relationships with them as a trusted advisor; involve stakeholders and end users in the design of the new solution; and act as a liasion between business and technical teams.

Answer: C

NEW QUESTION 283

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

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

Answer: B

NEW QUESTION 288

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

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

Answer: C

NEW QUESTION 289

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 290

The Business analyst (BA) at Northern Outfitters (NTO) has gathered preliminary functional requirements for an upcoming Salesforce implementation project. Before translating these requirements into user stories, the BA wants to gain additional perspective, feedback, and detail on the requirements from the NTO team. Which document should help the BA gather this information?

- A. Stakeholder analysis
- B. Business analysis plan
- C. Current state analyst

Answer: A

NEW QUESTION 293

The Salesforce project team at Universal Containers is reviewing a backlog of user stories to add to an sprint. The team is unsure of which story to begin working on. What should the business analyst do to help with prioritization?

- A. Verify acceptance criteria.
- B. Identify dependent components.
- C. Delete the definition of done

Answer: B

NEW QUESTION 298

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 299

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 300

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

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

Answer: C

NEW QUESTION 303

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

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

Answer: A

NEW QUESTION 305

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 307

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 311

Cloud Kicks (CK) needs to implement an event management system within Salesforce. After researching potential solutions, a managed package meets the majority of CK's business requirements. However, the CRM director has expressed a desire to heavily customize an open source solution.
Which benefit of using a managed package versus an open source solution should the business analyst share to help the CRM director make a decision?

- A. Managed packages are easily customizable to meet CK's exact requirements.
- B. Managed packages are updated automatically with each Salesforce Release.
- C. Each version of a managed package on the AppExchange undergoes a security review.

Answer: A

NEW QUESTION 312

A business analyst (BA) conducted a group workshop with stakeholders to understand and document in-scope business processes. The BA feels there are gaps between process steps.
What should the BA do to close the gaps or confirm the process steps?

- A. Conduct elimination with stakeholders regarding their parts of the process.
- B. Review the documentation to ensure that information gathered about the process is correct.
- C. Using strategy analysis, define models of how gaps in the business process can be resolved.

Answer: A

NEW QUESTION 317

Which Information should the BA gather during the initial discovery meeting?

- A. Employee review cycle for the support team
- B. Limitations of the current support process
- C. A Contact information for key stakeholders

Answer: B

NEW QUESTION 320

Cloud Kicks will launch a new customer experience portal. During discussions with the VP of customer service, a business analyst (BA) recorded the following:

- All logins must use multi-factor authentication (MFA).
- Portal pages should load within 2 seconds. How should the BA document the items?

- A. functional requirement

- B. Non-functional requirement
- C. User story

Answer: B

NEW QUESTION 323

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

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

Answer: A

NEW QUESTION 328

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 331

.....

Relate Links

100% Pass Your Certified-Business-Analyst Exam with ExamBible Prep Materials

<https://www.exambible.com/Certified-Business-Analyst-exam/>

Contact us

We are proud of our high-quality customer service, which serves you around the clock 24/7.

Viste - <https://www.exambible.com/>