Salesforce

Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)

NEW QUESTION 1
Cloud Kicks (CK) has expressed concerns about the distribution process for a new line of shoes, because the company consistently misses its targeted delivery dates. CK asks the business analyst (BA) to uncover the issue and propose a business solution.
What should the BA do next?

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

Answer: B

NEW QUESTION 2
Universal Containers is 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 3
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 4
Universal Containers is planning to implement Commerce Cloud to sell more products. The business analyst working on this project has gathered requirements and is translating them into user stories.
What should the user story focus on?

A. Sales margins
B. Customer experience
C. Product functionality

Answer: B

NEW QUESTION 5
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 6
What is the storage of the Developer Pro Sandbox?

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

Answer: D

NEW QUESTION 7
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 8
A business analyst (BA) at Universal Containers is conducting discovery sessions for implementing
Experience Cloud. The key stakeholders have been assembled. The user stories have been written. What should the BA do next?

A. Write the test scripts.
B. Define the acceptance criteria
C. Plan the sprint schedule.

Answer: B

NEW QUESTION 9
Universal Containers has kicked off a project focused on transforming its customer service department using Service Cloud. During onboarding, the project manager shared the following process maps with the business analyst (BA):
Case Creation
• Case Triage
• Case Assignment
• Case Management
• Case Closure
Which key attributes should the BA look for when reviewing the process maps?

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

Answer: C

NEW QUESTION 10
A business analyst (BA) at Cloud Kicks is preparing for a user acceptance testing (UAT) session to release a record-triggered flow that notifies account and opportunity owners once a quote has been accepted.
What should the BA do during UAT to ensure the solution meets the requirements?

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

Answer: A

NEW QUESTION 10
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
Business analyst (BA) at Universal Containers looks at the user stories for a new implementation of the for salesforce Customer Data Platform (CDP) and notices they are too large. The BA recommends that the large Dries be broken down into smaller stories which will decrease the future level of effort for subsequent ac.
Which activity will be mast impacted by breaking down the user stories?

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

Answer: C

NEW QUESTION 18
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 20
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 22
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 23
A Salesforce business analyst (BA) has recently joined a new project to improve the Sales Cloud implementation at Cloud Kicks. The BA wants to quickly introduce new functionality to impress the customer.
Which action should the BA take?

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

Answer: A

NEW QUESTION 25
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 29
Northern Trail Outfitters (NTO) has completed a project with a third-party event organization platform to enhance its MVP Experience Site. Many features were left in the project backlog. NTO's IT team is beginning a new phase of work on the Experience Site to build additional features requested by business stakeholders and wants to include the items that were left in the backlog in the first phase.
How should the business analyst coordinate the user stories to most efficiently manage the new project timeline?

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

Answer: B

NEW QUESTION 30
What is used to declaratively move metadata from one environment to another?

A. Data Loader
B. Change Sets
C. Import Wizard
D. Ant Migration

Answer: B

NEW QUESTION 34
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 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 41
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 42
Northern Trail Outfitters (NTO) is a rapidly growing company that hired a business analyst (BA) to help revamp its sales and support processes. The stakeholder at NTO wants to understand the value of Application Lifecycle Management (ALM).
What are benefits of ALM that the BA should share with the stakeholder?

A. ALM provides processes and policies which help build apps more efficiently.
B. ALM offers preview access to the three Salesforce Releases per year.
C. ALM allows features to remain static and reduces incremental changes.

Answer: A

NEW QUESTION 47
Northern Trail Outfitters (NTO) wants to leverage the power of Sales Cloud to implement its lead to cash process. A business analyst (BA) is tasked with understanding NTO's current processes, identifying areas of improvement, and communicating it effectively to stakeholders.
What should the BA use to accomplish the goal?

A. Business analysis plan
B. Process mapping
C. Change management

Answer: B

NEW QUESTION 49
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 50
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 55
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 56
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 61
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 66
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 69
A business analyst at Universal Containers is converting a requirements document into user stories for upcoming Manufacturing Cloud deployment. The first requirement is "finance needs a time tracking sys containers."
Which option best represents the "IF component of the INVEST checklist to make a good user story from this requirement?

A. As a finance user I want a Timesheet object implemented so I can accurately report on container profitability.
B. As a finance user, I want to know how long it takes to assemble a container so I can accurately report on container profitability.
C. As a finance user, I want an Assembly Time field on the container cost record so I can accurately report on container profitability.

Answer: B

NEW QUESTION 73
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 78
Cloud Kicks (CK) recently decided to transition its business from spreadsheets to a Salesforce solution. CK leaders are excited about the capabilities of Salesforce. Each leader has different ideas about how the platform should be implemented. CK has hired a business analyst (BA) to help define and manage the implementation.
What should the BA do in the first discovery meeting with stakeholders?

A. Collaborate with stakeholders to examine and define CK's purpose, customers, metrics, and overall business to inform project direction and vision.
B. Discuss and document specific pain points in existing processes to inform future project requirements.
C. Preview potential Salesforce solutions and collect feedback from stakeholders on each option to inform the direction of the project.

Answer: A

NEW QUESTION 81
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 85
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 88
Cloud Kicks leadership wants to use custom code for functionality that can easily be created declaratively in Sates Cloud. The business analyst (BA) has been asked to advise leadership on how these approaches impact their solution options.
What is one of the BA's strongest arguments for using configuration over code?

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

Answer: C

NEW QUESTION 91
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 95
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 96
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 98
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 99
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 100
The business analyst (BA) at Universal Containers has been capturing the requirements for a major Sales Cloud release. An admin has been deploying the resulting system changes. The quality assurance (QA) team has run into challenges when testing the changes. The BA is unaware of deployment and testing challenges.
What should the BA do to resolve these challenges with the release team?

A. Associate each set of metadata -changes to the corresponding user story.
B. Provide detailed test cases to validate the functional requirements
C. Involve the stakeholders in the business requirements gathering sessions.

Answer: A

NEW QUESTION 103
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 105
The business analyst (BA) at Cloud Kicks (CK) has been tasked with optimizing CK's lead process. In the weekly sales meeting, the BA outlines the project and asks for input. A new entry-level employee reaches out multiple times with ideas and suggestions for improvements.
What should the BA do when responding to the new employee's input?

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

Answer: A

NEW QUESTION 110
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 113
Northern Trail Outfitters is Updating Its customer portal built on Experience Cloud. The team has drafted a user story:
"As a customer, I want to be able to chat with a support agent and view my account, see my orders, and ask questions via the customer port.
What should a business analyst do to improve this user story?

A. Estimate how long it will take the technical team to complete the story.
B. Include specific information about potential Salesforce solutions.
C. Adjust the goal of the user story to be independent.

Answer: B

NEW QUESTION 118
A new business analyst (BA) wants to follow the correct order of phases in the implementation lifecycle on a Salesforce project.
How should the BA approach the project?

A. Analyze, build, operate, deliver
B. Analyze, build, deliver, operate
C. Analyze, operate, build, deliver

Answer: A

NEW QUESTION 119
Which User access and sharing features would you use for the following use case: it is the first time a user logs in and they need to be sent an email with a way to authenticate their email.

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

Answer: D

NEW QUESTION 124
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 127
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 riles to Omni-Channel.
C. Document the current case assignment process.

Answer: C

NEW QUESTION 128
The project team is building a Sales Cloud implementation. The business analyst (BA) wants to make sure the solution meets the needs of the business. The BA needs to identify where user testing should occur and who should participate.
Which approach should the BA follow?

A. Create a scratch org and give the development team access to it.
B. Create a partial sandbox and give the VP of sales access to it.
C. Create a full copy sandbox and give power users access to it

Answer: C

NEW QUESTION 133
The development team at Universal Containers is reviewing several stories to be added to the current sprint. The team is having trouble with a particular story about an Opportunity email alert and is unsure about which type of testing is needed.
What should the business analyst review and revise to provide more clarity to the team?

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

Answer: C

NEW QUESTION 137
A business analyst (BA) at Northern Trail Outfitters is mapping a workflow process to onboard a new user group to a Service Cloud implementation.
Which level of detail should the BA use for the process map and why?

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

Answer: A

NEW QUESTION 141
The sales team at Universal Containers (UC) has been using multiple tools to track opportunities, leading to inaccurate forecasting and an unclear picture of UC's sales pipeline. UC has appointed a project team to implement Sales Cloud to help resolve these issues. TTie sales team doubts the new tool will meet their needs and is concerned it will be difficult to use. The business analyst (BA) assigned to the project knows the stakes are high to get the right solution in place.
Using their influence, what should the BA do to gain the necessary buy-in and support from the sales team to ensure a solution meets the requirements?

A. Ask questions to understand their needs and focus on shared goals.
B. Present the pros and cons of the decision by using logic and facts.
C. Demonstrate the BA's expertise and clearly state the decision is final.

Answer: A

NEW QUESTION 144
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 145
After the first round of user acceptance testing for a Sales Cloud project, the business analyst discovered that a high number of test cases failed.
What is a possible reason why the test cases failed?

A. Missing test org access details
B. Missing test result details
C. Missing test script details

Answer: C

NEW QUESTION 146
The business analyst at Cloud Kicks is beginning to write user stories for its Salesforce implementation. Which three components should-be included when writing a user story?

A. Who, what, why
B. When, where, why
C. Who, when, why

Answer: A

NEW QUESTION 149
Universal Containers is setting up a Salesforce email integration for the sales team. Through discovery conversations, the business analyst (BA) learns the operations team also needs email integration in the near future.
What should the BA do next?

A. Proceed with the sales team's project as planned.
B. Start project work for the operations team.
C. Include the operations team during discovery.

Answer: A

NEW QUESTION 151
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 154
A business analyst (BA) at Universal Containers had a meeting with sales and service reps to gather requirements around contact management for a new Salesforce implementation. A sales rep wants a place to capture the names of the contact's spouse and children to help build the relationship. The BA writes the following user story.
"As a user, I need to be able to record a contact's title and role as separate data points so I know who to address for various needs of the account.''
Who should be listed as the persona?

A. Sales rep
B. Contact
C. Service rep

Answer: A

NEW QUESTION 155
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 156
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 159
Universal Containers (UC) is wording 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 160
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 163
Universal Containers wants to integrate its Salesforce org with the largest online professional network so its sales reps can view information directly on Salesforce records. The business analyst will write acceptance criteria for this scenario.
What is an example of good acceptance criteria?

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

Answer: C

NEW QUESTION 165
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 169
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 172
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 173

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 178

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 (8A).

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 180

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 182

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

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

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

Answer: B

NEW QUESTION 187

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 192

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 196

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 201
Cloud Kicks has completed the user acceptance testing (UAT) phase of a major update to Sales Cloud for its EMEA sales team.
How should the business analyst help the EMEA sales team learn the new features?

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

Answer: A

NEW QUESTION 206
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 210
A business analyst (BA) is preparing for user acceptance testing for case management scenarios in Service Cloud.
What should the BA do to help prevent gaps from being discovered after go live?

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

Answer: B

NEW QUESTION 213
The leadership team at Universal Containers (UC) is focused on customer retention. The business analyst (BA) has been asked to implement a new customer for life program on the salesforce platform. Before their can move forward, they need to understand the lifecycle and all of the related interaction that IC has with its customers.
Which type of session should the BA perform?

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

Answer: B

NEW QUESTION 214
The VP of sales at Cloud Kicks wants to streamline the lead qualification process to improve the team's productivity and help them reach their target goals. A business analyst (BA) has been assigned to the project to identify the disconnect between the sales and marketing teams' definitions of a qualified lead.
What should the BA focus on?

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

Answer: C

NEW QUESTION 217
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 221
Cloud Kicks has moved into the quality assurance (QA) phase of Salesforce product configuration and extension. The QA team is now trying to confirm it has delivered value to stakeholders based on business requirements. The team is asking questions such as, "Did we build the right product?'' and "Did we build the product right?"
Which element should the business analyst use to help the QA team validate that the product fulfilled the requirements without ambiguity?

A. Process maps
B. User stories
C. Acceptance criteria

Answer: C

NEW QUESTION 224
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 228
Northern Trail Outfitters is undergoing a Service Cloud implementation and has decided to use the Scrum methodology for the implementation. A business analyst (BA) received an urgent, high-priority change request m the middle of a sprint.
Which step should the BA take next?

A. Add the change request to the backlog to be prioritized for the next sprint.
B. De-prioritize some user stones and add the change request to the current sprint.
C. Begin working on the change request as soon as the team has capacity.

Answer: B

NEW QUESTION 233
Northern Trail Outfitters is undergoing a service Cloud implementation and has decided to use the Scrum methodology for the implementation. A business analyst (BA) received an urgent, high-priority change request in the middle of a sprint.
Which step should the BA take next?

A. Begin working on the change request as soon as the team has capacity.
B. Add the change request to the prioritized for the next sprint.
C. De-prioritize some user stories and add the change request to the current sprint.

Answer: A

NEW QUESTION 235
After reviewing a technical demo, the Northern Trail Outfitters sales leadership team wants to mate 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 240
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 242
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 247
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 249
The business analyst (BA) at Universal Containers is also its primary system admin. The BA knows that version is mandatory when it comes to releasing.
What is the most efficient process for the BA to track the changes they are committing?

A. Agile planning
B. DevOps
C. Metadata backups

Answer: B

NEW QUESTION 253
The sales teams at Universal Containers (UC) want to add a custom field to a page layout. The IT manager reminds the business analyst (BA) that UC uses the Application Lifecycle Management (ALM) process. The addition of the custom field and subsequent release to everyone in the organization must follow this process.
What is the first step in the ALM process that should be taken?

A. Gather requirements and analyze them.
B. Obtain a change order from the customer.
C. Add a custom field to a page layout in a sandbox.

Answer: A

NEW QUESTION 255
A business analyst captures the following acceptance criteria for a user story about case reassignment in Service Cloud.
• A service manager can dick 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 258
The product development team at Northern Trail Outfitters is creating a process within Salesforce to onboard new retail employees. The business analyst (BA) creates a current state process map by interviewing a few members of the onboarding team using email questionnaires. After presenting the process map to the entire onboarding team, the BA receives feedback that it is incorrect.
What should the BA do to provide the product development team with more accurate information about the onboarding team's process?

A. Meet with key project stakeholders in a live workshop to build consensus on the current and desired onboarding processes.
B. Review survey feedback again to better understand pain points in the existing onboarding process.
C. Conduct individual interviews with each team member to gather more information about the existing onboarding process.

Answer: A

NEW QUESTION 261
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 264
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 268
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 270
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 273
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 277
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 282
A business analyst (BA) is working with stakeholders at Universal Containers to walk through a potential solution for the lead routing and qualification process. The solution will include automated and manual features.
Which artifact should help the BA illustrate the vision of a solution to stakeholders?

A. Detailed user stories with technical documentation about the existing process
B. Annotated process flows with modifications to an existing process
C. Collected pain points from people who follow the existing process

Answer: B

NEW QUESTION 285
The business analyst (BA) at Universal Containers is meeting with business leaders to elicit and document functional requirements specifications related to its new Salesforce implementation. The BA will also document the functionality this system should provide so it can be developed into a work item.
What is the name of this documentation type?

A. Business analysis plan
B. Use case
C. User story

Answer: A

NEW QUESTION 289
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 294
A business analyst (BA) is working with the support team at Cloud Kicks (CK) on a Service Cloud implementation. The BA has decided to create a process map to understand CK's current merchandise return process.
What are the top three benefits of creating a process map?

A. Engages stakeholders, identifies improvements, and starts the change process
B. Builds accountability, increases revenue, and decreases overall time spent on requirements
C. Identifies improvements, decreases project costs, and starts the change process

Answer: B

NEW QUESTION 298
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 299
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 or 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 301
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 305
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 306
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 311
Northern Trail Outfitters wants to reduce the amount of time it takes for customers to receive their orders after making an online purchase.
Which initial steps should the business analyst take to help determine why the order management and fulfillment process is slow?

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

Answer: B

NEW QUESTION 315
The lead business analyst (BA) at Cloud Kicks is putting together user Stories for the new sales process that will be implemented in Sales Cloud. The lead BA is advising junior BAS on how to construct a user story. What should the lead BA tell the junior BAs to include in a user story?

A. Include the V2MOM structure
B. Include who, What, and why
C. Include technical details

Answer: B

NEW QUESTION 317
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 318
The business analyst (BA) at Cloud Kicks is managing a project to build a recruiting app for the management and human resources (HR) teams. The HR director wants the app to help the team navigate the hiring process more efficiently. The BA designs a Stakeholder Wheel to better understand all of the people with an interest m the project.
Which level of influence should the BA place the MR Director on the stakeholder wheel?

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

Answer: B

NEW QUESTION 322
A business analyst (BA) at Universal Containers has been assigned to a Salesforce project that will have an impact on more than 5,000 office locations across the globe. The BA needs to identify the people who can describe the business problem and provide detailed requirements.
Which document should the BA use?

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

Answer: C

NEW QUESTION 325
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 330
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 tome zone and language differences.
C. Reiterate the project objectives and the KPIs that will be tracked.

Answer: A

NEW QUESTION 331
One retail location of Cloud Kicks has been getting complaints from shoppers about being unable to find items in the store. The general manager has asked IT to configure tablets for the sales clerks so they can move freely around the store to assist customers.
The IT team writes a functional requirement:
• Tablets running the Salesforce mobile app must allow users to access store inventory records which include current item count and item location.
Which user story should the business analyst write to describe the functional requirement?

A. As a sales clerk, I want to see item availability and locations to help customers find items.
B. As a general manager, I want sales clerks to have tablets so they can help customers find items.
C. As a customer, I want sales clerks to have access to item availability to help them find items.

Answer: A

NEW QUESTION 336
Northern Trail Outfitters (NTO) has noticed that many customers are posting to social media about issues they are having with a new product. The services team is looking for easy ways to engage with these customers and resolve their complaints. During the first discovery meeting of the project, the business analyst (BA) hears that the VP of services and support wants to implement Omni-Channel for NTO's Service Cloud.
What should the BA do first to ensure the ongoing success of the project?

A. Configure a proof-of-concept demo within a sandbox environment to show the pros and cons of the requested solution.
B. Produce a gap analysis document that will show the ways the requested solution can solve the limitations of NTO's current system.
C. Encourage the project stakeholders to think of various ways to solve cases different before deciding on a specific solution.

Answer: B

NEW QUESTION 340
The business analyst (BA) at Cloud Kicks is deep in planning activities for its Commerce Cloud implementation project. The project sponsor asks the team to adjust their efforts due to budgetary constraints.
What should the BA do next?

A. Organize requirements.
B. Validate requirements.
C. Prioritize requirements.

Answer: C

NEW QUESTION 341
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