



## **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 (0A) 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 4

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 5

Universal Containers has chosen to leverage Experience Cloud to create an engaging site for its customers. The business analyst (6A) leading this project needs to validate that the requirements meet the goal. What should the BA do to ensure alignment?

- A. Survey customers to confirm whether the new site meets their requirements.
- B. Circulate the requirements to stakeholders, incorporate feedback, and obtain sign-off.
- C. Conduct a whiteboarding session to ensure the requirements are accurate.

**Answer: B**

#### NEW QUESTION 6

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 7

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 8

Universal Containers has a Salesforce Knowledge base solution; however support agents have indicated that the system has duplicate knowledge articles. The agents have requested a feature that allows them to compare articles side-by-side and merge the articles. While researching solution option, the business analyst (BA) noticed an idea in the Salesforce IdeaExchange that directly addresses this requirement. The idea is in beta testing and will generally available in the next release.

What should the BA suggest?

- A. Ask the support manager to wait until the idea is released.
- B. Ask the Salesforce Account Executive to release the idea early.
- C. Ask the development team to build a custom solution based on the idea.

**Answer: A**

#### NEW QUESTION 9

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

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

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

Which acceptance criteria is the most effective for this scenario?

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

**Answer: A**

#### NEW QUESTION 12

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 interferes 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

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 most impacted by breaking down the user stories?

- A. Estimation
- B. Defining the persona

C. Acceptance criteria

**Answer: C**

**NEW QUESTION 20**

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 25**

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

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

**Answer: C**

**NEW QUESTION 30**

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 31**

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 36**

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 37**

The sales team at Universal Containers has concerns that the process for distributing new leads is too slow. The VP of sales has engaged a business analyst (BA) to help map out a process to distribute new leads quickly. The BA sets up a meeting with stakeholders and learns a stakeholder already has a solution in mind. What should the BA do next?

- A. Implement the solution now to save time in the planning phase.
- B. Ask the stakeholder to demo their solution to the project team.
- C. Gather requirements and then note the proposal solution.

**Answer: C**

**NEW QUESTION 39**

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 41

The business analyst (BA) at Cloud Kicks is working on improving the company's Service Cloud deployment. The BA wants to leverage Universal Process Notation (UPN) to document the current process.  
What is one benefit of using UPN in this scenario?

- A. Complex processes can be documented with 20 or more activity boxes.
- B. A single activity box can answer Who, What, When, Why, and How.
- C. Key parts of a process can be easily identified by using different shapes.

**Answer: B**

#### NEW QUESTION 43

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 44

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 46

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 51

The scrum team working on Salesforce projects at Northern Trail Outfitters plans to review the current build with stakeholders to gather feedback. The business analyst will facilitate the meeting.  
Which type of meeting should be held?

- A. Retrospective
- B. Daily stand-up
- C. Sprint review

**Answer: C**

#### NEW QUESTION 56

Northern Trail Outfitters has decided to implement Sales Cloud. A business analyst (BA) has been assigned to document the requirements for this project.

What should the BA include in these requirements?

- A. Detailed documentation of technical solution
- B. Test scripts to validate requirements
- C. High-level description of required functionality

**Answer: C**

#### NEW QUESTION 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 60

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 63

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

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

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

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

**Answer: B**

#### NEW QUESTION 65

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 66

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 70

Universal Containers (UC) has several teams working on a new application in Salesforce. Unfortunately, during the release process, it was discovered that the teams had overwritten each others changes.

What should JC use to prevent this from happening in the future?

- A. Code review sessions
- B. Version control system
- C. Change set deployments

**Answer: B**

#### NEW QUESTION 75

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 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 80

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 84

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 88

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 93

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

The project manager for a new project at Northern Trail Outfitters (NTO) wants the business analyst (BA) to obtain alignment on goals and strategies across NTO's organization, using NTO's documentation, the BA begins to understand NTO's strategies but needs more information. Which methodology should help the BA obtain the required information?

- A. V2MOM (Visio)
- B. Values, Methods, Obstacles, Measures)
- C. RACI (Responsible, Accountable, Consulted, Informed)
- D. SMART (Specific, Measurable, Achievable, Relevant, Time-bound)

**Answer:** A

#### NEW QUESTION 97

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 104

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 106

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 107

Northern Trail Outfitters (NTO) wants to address a recent group of complaints it received from the service team The NTO Salesforce team was alerted Chat the current routing process is preventing cases from reacting the correct service team without manual intervention. Which action should the business analyst take to best understand and document the and recommend a future state?

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

**Answer:**

A

#### NEW QUESTION 112

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 115

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 116

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

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

**Answer: A**

#### NEW QUESTION 121

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

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

**Answer: B**

#### NEW QUESTION 122

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 123

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 124

Universal Container (UC) has brought in a business analyst to help implement an expensive AppExchange product in its Salesforce org to optimize the sales pipeline. The BA is free to speak to anyone at UC to gather the information they need to ensure success. The BA decides to speak to the stakeholders who are most impacted.

Which key stakeholder should the BA speak to first?

- A. VP of sales
- B. Sales Users
- C. IT leaders

**Answer:** A

**NEW QUESTION 126**

A business analyst (BA) at Cloud Kicks has been tasked with preparing for requirements gathering workshops .. an upcoming Sales Cloud implementation. Which documentation is most beneficial for the BA to define the scope of the project?

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

**Answer:** C

**NEW QUESTION 130**

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 131**

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 134**

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

Which type of requirement documentation is the BA using in this scenario?

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

**Answer:** A

**NEW QUESTION 135**

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 137**

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 138**

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 139**

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

Which principle of Agile methodology does this violate?

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

**Answer:** B

**NEW QUESTION 142**

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 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 147**

An executive stakeholders at Northern Trail Outfitters (NTO) wants to explore automating NTO's Quote-to-Cash process and has asked the business analyst (BA) to pull together some high-level information on possible solutions.

Which type of document should the BA present to the stakeholders?

- A. A capability map detailing the functionality of Salesforce and AppExchange Quote-to-Cash products
- B. A SIPOC (Support inputs, Process, Outputs, and Customers) map outlining the Quote-to-Cash process
- C. A business process map detailing the existing step-by-step Quote-to-Cash process

**Answer:** A

**NEW QUESTION 150**

Northern Trail Outfitters (NTO) wants to discuss an enhancement to Campaigns with the engineering, marketing, and sales teams. The changes involve detailed integration between systems that will be used by WTO's customers. The business analyst (BA) needs to complete the org impact analysis.

Which reference should the BA consult to understand the integration pattern?

- A. Salesforce Solution Kits
- B. Solution Architecture Diagram
- C. Business Requirements Document

**Answer:** B

**NEW QUESTION 154**

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 159**

A business analyst (BA) at Northern Trail Outfitters has been asked to explain a sales process improvement idea and collaborate on a plan for implementation. Several sales users in various locations have been identified to participate.

Which technique should the BA use to optimize effectiveness and build a shared understanding of the idea and approach?

- A. Demo prototype

- B. Virtual whiteboard
- C. One-on-one meetings

**Answer:** B

#### NEW QUESTION 164

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 165

Universal Containers is currently doing user acceptance testing for a global customer service project that leverages Service Cloud. A stakeholder is executing a test case for a specific user story. The stakeholder has provided this feedback:

- The functionality described in the test case is working as expected.
- The stakeholder wants to change the label of several fields described in the test case.
- The stakeholder wants to add two new fields that were excluded from the test case. Which step should the business analyst take next?

- A. Acknowledge the feedback, update the existing user story to include the field changes, and assign the user story back to the technical team for immediate development.
- B. Acknowledge the feedback, create a new test case that includes the field changes, and assign the test case back to the stakeholder for immediate testing.
- C. Acknowledge the feedback, create a new user Story that includes the field changes, and ask the stakeholder to update the existing test case to show it was successfully tested.

**Answer:** A

#### NEW QUESTION 166

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 168

Universal Containers is in the planning phase of a Salesforce project that will transform its retail locations. The implementation team has had a difficult time determining the priorities and requirements of previous projects from people who would be directly impacted by the solution under consideration.

Which type of analysis should the business analyst recommend to ensure the implementation team avoids this challenge on the current project?

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

**Answer:** A

#### NEW QUESTION 173

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 177

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 179

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 181

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

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

**Answer: B**

#### NEW QUESTION 186

The Service 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 188

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 189

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 191

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 193

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 195

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 199

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 200

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 205

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

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

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

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

**Answer: A**

#### NEW QUESTION 210

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

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

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

**Answer: A**

#### NEW QUESTION 211

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 216

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 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 service reps interact with Salesforce.

**Answer:** A

#### NEW QUESTION 219

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. Add the change request to the backlog to be prioritized for the next sprint.
- B. De-prioritize some user stories 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 221

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

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

**Answer:** C

#### NEW QUESTION 222

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 223

The quality assurance (QA) team at Cloud Kicks is reviewing user stories 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 225

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 228

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 233

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 234

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 235

Cloud Kicks uses declarative change set development to deliver its Salesforce customizations. The business analyst (BA) works with the technical lead on the project to track changes that require manual migration.

Which resources should the BA use to determine which changes must be made manually in each environment?

- A. Metadata coverage report
- B. Object Schema Builder
- C. Setup Audit Trail

**Answer: A**

#### NEW QUESTION 237

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

Which option captures this requirement?

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

**Answer: A**

#### NEW QUESTION 238

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 240

What are the business analyst's responsibilities during the analyze phase of the Salesforce implementation lifecycle?

- A. Complete testing, build training materials, and elicit requirements for the next iteration.
- B. Create a data dictionary, write end user documentation, and review test scripts.
- C. Gather business requirements, create process maps, and write user stories.

**Answer: C**

#### NEW QUESTION 244

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

How does whiteboarding help the BA collaborate with multiple stakeholders?

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

**Answer: B**

#### NEW QUESTION 249

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 252

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 256

Cloud Kicks is creating a new lead conversion process in Sales Cloud. During a recent sprint, the business analyst created user stories related to the Opportunity object. Test scripts were created for the lead conversion process. All of the test scripts passed and the new functionality was deployed. After deployment, end users reported error messages when manually creating new Opportunities. Which area of user acceptance testing (UAT) was overlooked?

- A. Functionality on interconnected objects should be part of UAT.
- B. Several teams should be part of UAT to represent multiple viewpoints.
- C. End users who are experts in that functionality should participate in UAT.

**Answer: C**

#### NEW QUESTION 258

Northern Trail Outfitters is getting ready to enter the user acceptance testing (UAT) phase of its latest Salesforce project. The business analyst (BA) plans to solicit and document sign-offs from the business as part of the UAT process. Which sign-offs should the BA seek?

- A. Test cases to implement, individual test case functionality, and final go live date
- B. Test cases to implement, user stories, and final go live date
- C. Functional requirements, individual test case functionality, and final go live date

**Answer: A**

#### NEW QUESTION 263

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 268

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' 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 an all-day collaboration workshop with both team to resolve their differences

**Answer: C**

#### NEW QUESTION 269

The project team at Cloud Kicks is under a tight deadline to implement a new Service Cloud feature. The business analyst (BA) has received feedback from the customer that the existing functionality is difficult to use. The BA wants to better understand the customer's pain points before writing requirements. Which document should the BA use?

- A. Journey map
- B. Process map
- C. Capability map

**Answer:** A

#### NEW QUESTION 270

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 271

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 272

The business analyst at Universal Containers is helping the team transition from workflow rules to flows. The work has been built and it is time to kick off user acceptance testing (UAT).

What is the goal of UAT?

- A. To ensure what was originally requested is being delivered
- B. summarize the overall ask and determine what is in scope
- C. To identify acceptance criteria with pass/fail indicators

**Answer:** A

#### NEW QUESTION 275

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 277

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 282

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

Which level of influence should the BA place the MR Director on the stakeholder wheel?

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

**Answer:** B

#### NEW QUESTION 286

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 289

The business analyst (BA) needs to identify collaborators for the current Salesforce CPQ project. The documentation has already been analyzed. What is another important step the BA should take to identify the correct decision makers?

- A. Survey the business units.
- B. Create a stakeholder wheel.
- C. Prepare a RACI matrix.

**Answer: C**

#### NEW QUESTION 293

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 296

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 301

Universal Containers is developing a new recurring app utilizing Lightning screen flows. The business analyst (BA) has started writing user stores in a repository. The project lead has edited user stories in the DevOps tool to make them more complete.

What should the BA do to understand which user stories were modified?

- A. Review the approval history.
- B. Review the change sets history
- C. Review the version control history.

**Answer: C**

#### NEW QUESTION 305

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 306

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 307**

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 312**

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 316**

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 320**

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