"Please note that these files may not be up to date. However, the questions will help you understand the exam format and typical question patterns."

Question: 1

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

Explanation:
Only the Admin can reset a Single Sign-On user password because they have the Manage Users permission. The SSO Manager, users above the SSO user in the role hierarchy, and users with the right permission sets cannot reset a Single Sign-On user password unless they also have the Manage Users permission. Reference: https://help.salesforce.com/s/articleView?id=sf.users_password_reset.htm&type=5

Question: 2

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

Explanation:
A challenge is an element of the storytelling process for UX that describes a hurdle that makes it difficult for your heroes to succeed on their journeys. A monster is an element of the storytelling process for UX that describes a person or thing that causes problems for your heroes. A victory is an element of the storytelling process for UX that describes a successful outcome for your heroes. A helper is an element of the storytelling process for UX that describes a person or thing that assists

your heroes along their journeys. Reference:
https://trailhead.salesforce.com/content/learn/modules/ux-design-fundamentals/understand-the-storytelling-process

Question: 3

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

A. Data Loader
B. Report Builder

C. A csv file that will then get imported.
D. Report Composer

Answer: B

Explanation:
Report Builder is the tool used to create reports, incorporate filters and select the Report Type. Data Loader is a tool used to import and export data in Salesforce. A csv file is a file format that can be used to import or export data in Salesforce, but it is not a tool to create reports. Report Composer is not a valid tool in Salesforce. Reference:
https://help.salesforce.com/s/articleView?id=sf.reports_builder_overview.htm&type=5

Question: 4

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

Explanation:
The Manage Sandbox permission is required to create, delete, refresh or activate a Sandbox. Sandbox Editor, Environment Manager, and System Administrator are not valid permissions in Salesforce. Reference:
https://help.salesforce.com/s/articleView?id=sf.data_sandbox_manage.htm&type=5

Question: 5

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

Explanation:
Identity Only is the Salesforce standard license that can be given to someone who need access only identity services, such as single sign-on (SSO). Lightning Platform, SSO License, and Salesforce License are not valid standard licenses in Salesforce. Reference:

https://help.salesforce.com/s/articleView?id=sf.users_license_types_available.htm&type=5

Question: 6

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

Explanation:
Selecting "Generate Passwords and notify the user via email." is how the Admin can make sure a temporary password is generated when creating a new User. Selecting "Temporary Password and Confirmation Email Required" is not a valid option when creating a new User. There are temporary passwords available for setup of new users in Salesforce. This is a default feature, but it requires setup by selecting the correct option.
Reference: https://help.salesforce.com/s/articleView?id=sf.users_add.htm&type=5

Question: 7

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

Explanation:
Users is the User Management term that is best described by this definition: "Record created to identify a new employee that starts accessing Salesforce". Profiles are User Management terms that define what users can do within an organization based on their job function and responsibilities.

Roles are User Management terms that control data visibility and reporting hierarchy within an organization based on users' positions. Usernames are User Management terms that identify users when they log in to Salesforce. Reference:
https://help.salesforce.com/s/articleView?id=sf.users_def.htm&type=5

Question: 8

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

Explanation:
User License is the User Management term that is best described by this definition: “Item assigned to a User that determines the functionality that they can access across the Salesforce ecosystem”. Role is a User Management term that controls data visibility and reporting hierarchy within an organization based on users’ positions. Profile is a User Management term that defines what users can do within an organization based on their job function and responsibilities. Username is a User Management term that identifies users when they log in to Salesforce. Reference: https://help.salesforce.com/s/articleView?id=sf.users_def.htm&type=5

Question: 9

What is the storage of the Developer Pro Sandbox?

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

Answer: D

Explanation:
The storage of the Developer Pro Sandbox is 1GB. 300MB, 200MB, and 2GB are not valid storage sizes for the Developer Pro Sandbox. Reference:
https://help.salesforce.com/s/articleView?id=sf.data_sandbox_environments.htm&type=5

Question: 10

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

Explanation:
Working Hours is not a Locale Setting that can be selected when creating a new user. Working Hours are set at the organization level or at the resource level for scheduling purposes. Time Zone, Language, and Locale are Locale Settings that can be selected when creating a new user. Reference:

https://help.salesforce.com/s/articleView?id=sf.users_add.htm&type=5

Question: 11

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

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

Answer: B

Explanation:
Communicate Changes, Update Profiles and Communicate end of Changes are actions that belong to the Deploy phase of the four application lifecycle milestones. The Deploy phase involves moving changes from one environment to another and ensuring proper communication with stakeholders and end users. The Build phase involves creating solutions using declarative or programmatic tools based on requirements and design specifications. The Test phase involves verifying functionality, performance, security, and usability of solutions using various testing methods and tools. The Plan phase involves defining project scope, objectives, deliverables, resources, timeline, and risks. Reference:
https://trailhead.salesforce.com/content/learn/modules/application-lifecycle-and- development-models/understand-the-application-lifecycle
https://trailhead.salesforce.com/content/learn/modules/application-lifecycle-and-development-models/choose-a-development-model

Question: 12

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

Explanation:
A User can have only 1 Profile in Salesforce. A Profile defines the permissions and access settings for a User. A User cannot have multiple Profiles or switch between them. A User can have multiple Permission Sets, which are additional sets of permissions that can be assigned to a User on top of their Profile. Reference:
https://help.salesforce.com/s/articleView?id=sf.users_profiles.htm&type=5

Question: 13

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: C

Explanation:
Email Proof is the User access and sharing feature that would be used 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. Email Proof is a security feature that requires users to verify their email address when they log in for the first time or change their email address. 2 FA, Single Sign-On, and Login Link are not User access and sharing features that would be used for this use case. Reference:
https://help.salesforce.com/s/articleView?id=sf.security_email_proof.htm&type=5

Question: 14

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

Explanation:
An Admin can unlock a user from Users > Select user > Unlock. This is the standard way to unlock a user who has been locked out due to incorrect password attempts or other reasons. Setup > Locked Users > Unlock, Setup > Object Manager > Users > Select User > Unlock, and Users > Logins > Unlock Users are not valid ways to unlock a user in Salesforce. Reference:
https://help.salesforce.com/s/articleView?id=sf.users_unlock.htm&type=5

Question: 15

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: A

Explanation:
All of the salesforce app providers will be able to unlock a locked user with their phones. The Salesforce app is available for iOS (App Store), Android (Google Play), and Windows 10 devices, and it allows users to unlock themselves using biometric authentication or a verification code sent to their email or phone number. Reference:
https://help.salesforce.com/s/articleView?id=sf.mobile_app_unlock.htm&type=5

Question: 16

In which of the following app markets CANT the Salesforce App be found?

A. Google Play
B. AppExchange
C. App Store

Answer: B

Explanation:
The Salesforce App cannot be found in the AppExchange market. The AppExchange is a marketplace for Salesforce apps, components, and consulting services, but it does not host the official Salesforce app itself. The Salesforce App can be found in Google Play and App Store markets for Android and iOS devices respectively. Reference:
https://help.salesforce.com/s/articleView?id=sf.appexchange_overview.htm&type=5

Question: 17

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

Explanation:
Change Sets are used to declaratively move metadata from one environment to another in Salesforce. Change Sets are outbound sets of changes that can be sent from one Salesforce org to another using deployment connections. Data Loader, Import Wizard, and Ant Migration are not used to declaratively move metadata in Salesforce. Reference:
https://help.salesforce.com/s/articleView?id=sf.changesets.htm&type=5

Question: 18

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

Explanation:
The business analyst's responsibilities during the analyze phase of the Salesforce implementation lifecycle are to gather business requirements, create process maps, and write user stories. These activities help the business analyst understand the current state, future state, and gaps of the business processes and translate them into clear and actionable requirements for the solution design and development teams. Completing testing, building training materials, and eliciting requirements for the next iteration are responsibilities during the validate phase of the Salesforce implementation lifecycle. Creating a data dictionary, writing end user documentation, and reviewing test scripts are responsibilities during the prepare phase of the Salesforce implementation lifecycle. Reference: https://trailhead.salesforce.com/content/learn/modules/business-analysis-for-salesforce- projects/understand-the-salesforce-implementation-lifecycle
https://trailhead.salesforce.com/content/learn/modules/business-analysis-for-salesforce- projects/analyze-business-processes-and-requirements

Question: 19

Northern Trail Outfitters (NTO) has acquired a competitor. The agreement is to migrate the acquired company into NTG's Technological Platforms. One of its challenges is to offer a unified customer experience while strengthening the relationship with its customers. The business analyst (BA) has been asked to translate the business objectives and assemble an improved and standard customer experience.
Which strategy should the BA use to accomplish the goal?

A. Understand business objectives, define the intention and audience, conduct user experience research, analyze the research results, and design an improved new user experience.
B. Understand business objectives, define the intention and audience, lead a journey mapping workshop, find opportunities for improvement, and update the journey map.
C. Understand business objectives, determine company culture, evaluate processes and user

experiences, interview stakeholders, and add improvements to the integration roadmap.

Answer: B

Explanation:
This answer describes the steps involved in creating a customer journey map, which is a tool to visualize and improve the customer experience. A customer journey map helps to identify pain points, gaps, and opportunities for improvement in the current state, and design a future state that aligns with the business objectives and customer needs. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/customer-journey-basics/create-a- customer-

journey-map

Question: 20

A business analyst (BA) is compiling a list of subject matter experts to consult throughout the discovery for a new Service Cloud implementation.
What is the primary value of the BA speaking with customer service reps?

A. Validating current processes
B. Estimating the project cost
C. Building solution design consensus

Answer: A

Explanation:
The primary value of the business analyst (BA) speaking with customer service reps during the discovery for a new Service Cloud implementation is validating current processes. Customer service reps are the end users of Service Cloud and they can provide valuable insights into how they perform their tasks, what challenges they face, and what expectations they have from the new system. The BA can use this information to validate or update the current process maps and identify areas for improvement. Estimating the project cost is not a value of speaking with customer service reps, as this is usually done by project managers or sponsors based on resource allocation and budget constraints. Building solution design consensus is not a value of speaking with customer service reps, as this is usually done by solution architects or developers based on technical feasibility and best practices. Reference: https://trailhead.salesforce.com/content/learn/modules/business-analysis-for-salesforce-projects/understand-the-salesforce-implementation-lifecycle
https://trailhead.salesforce.com/content/learn/modules/business-analysis-for-salesforce- projects/analyze-business-processes-and-requirements

Question: 21

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

Explanation:
A business process model is a visual representation of how a business operates and how different activities are connected. It can help executives understand the current state and define the future state of a business process. A persona journey map is a tool to understand the needs, goals, and pain points of a specific user group. A collection of use cases is a set of scenarios that describe how users interact with a system or solution. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-

certification- prep/business-process-mapping
https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/collaboration-with-stakeholders

Question: 22

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

Explanation:
A business analyst assigned to a Service Cloud project should understand the current business processes and document the existing functionality of the customer service department. This will help them identify the gaps, pain points, and opportunities for improvement. Working with Salesforce to purchase the necessary licenses is a task for the project manager or sponsor. Managing existing Salesforce applications and activities is a task for the administrator or developer. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/business-process-mapping

Question: 23

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

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

Answer: B

Explanation:

Question: 24

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: B

Explanation:
The correct order of phases in the implementation lifecycle on a Salesforce project is analyze, build, deliver, operate. In the analyze phase, the business analyst elicits requirements, maps business processes, and creates user stories. In the build phase, the development team configures and customizes Salesforce based on the user stories. In the deliver phase, the solution is tested, validated, and deployed to production. In the operate phase, the solution is monitored, maintained, and improved based on feedback and metrics.
Reference: [https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/get-started-with-salesforce-business-analyst-certification-prep](https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/get-started-with-salesforce-business-analyst-certification-prep)

Question: 25

A business analyst is using storytelling to communicate the vision for a Salesforce solution to business stakeholders.
Which storytelling technique should the BA use in their initial demo of a solution to business stakeholders?

A. Highlight a perspective from testing feedback that identifies bugs and pain points in their business challenges.
B. Give a perspective from a relatable persona that shows the development team can solve their business challenges.
C. Describe a perspective from the business requirements document that addresses architectural concerns based on their business challenges.

Answer: B

Explanation:
A business analyst should use storytelling to communicate the vision for a Salesforce solution to business stakeholders by giving a perspective from a relatable persona that shows how the development team can solve their business challenges. This will help them empathize with the user's needs and goals, and see how the solution will benefit them. Highlighting a perspective from testing feedback that identifies bugs and pain points in their business challenges may be discouraging or

demotivating for the stakeholders. Describing a perspective from the business requirements document that addresses architectural concerns based on their business challenges may be too technical or abstract for the stakeholders. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders

Question: 26

Northern Trail Outfitters (NTO) plans to significantly grow its workforce and wants to increase the overall security of its Sales Cloud instance. NTO has previously implemented a complex security solution with organization wide defaults, criteria-based sharing rules, and dozens of user profiles. NTO has asked a business analyst (0A) for recommendations on how to proceed.
Which aspect of a potential solution is most important for a BA to consider?

A. User adoption
B. Scalability
C. System downtime

Answer: B

Explanation:
This answer considers scalability as the most important aspect of a potential solution for NTO's security challenge. Scalability refers to the ability of a system to handle increased workload or demand without compromising performance or functionality. Since NTO plans to significantly grow its workforce, it needs a security solution that can accommodate more users, data, and features without compromising security or efficiency. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/security_basics/security_basics_intro

Question: 27

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: C

Explanation:
This answer suggests shadowing as the next step for the BA to uncover the issue and propose a business solution for CK's distribution challenge. Shadowing is a technique where the BA observes how a user performs their tasks in their natural environment. Shadowing helps to gain insights into the user's workflow, challenges, pain points, and opportunities for improvement. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-

look/use-shadowing-to-understand-your-users

Question: 28

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

Explanation:
The tasks that a business analyst should do to be successful during the first phase of an inventory project are elicit requirements, create flows and process diagrams, and understand business analytics. These tasks will help them understand the current state of NTO's inventory system, capture the needs and expectations of stakeholders, map out how NTO tracks its clothing manufacturing and sales processes, and measure how NTO's inventory affects its business performance. Building automation and deploying a solution are tasks for later phases of the project after validating and testing prototypes. Architecting a solution and configuring a sandbox are tasks for developers or architects based on user stories. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/business-process-mapping
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories

Question: 29

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: C

Explanation:
The best way for a business analyst to handle disruptions to the project from urgent requests by the marketing director is to interpret them as guidelines to be used when determining priorities for the upcoming release. This will help them balance between meeting stakeholder expectations and following scrum methodology principles. Focusing on agreed upon deliverables instead of new requests may ignore changing business needs or miss opportunities for improvement. Asking for an additional resource to implement new requests may increase complexity or cost without adding value or quality. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/collaboration-with-stakeholders

Question: 30

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

Explanation:
This answer suggests observation and interviewing as methods to collect data for the BA to determine the cause and recommend a solution for UC's sales challenge. Observation and interviewing are techniques that help the BA understand how users perform their tasks, what challenges they face, and what their needs and expectations are. Observation involves watching users in their natural environment, while interviewing involves asking users open-ended questions. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- quick-look/use-shadowing-to-understand-your-users https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-interviews-to-understand-your-users

Question: 31

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

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

Answer: A

Explanation:
This answer identifies a journey map as the document that the BA should create to visually illustrate the customer case lifecycle for UC. A journey map is a tool that shows how customers interact with a business across different touchpoints, channels, and stages. A journey map helps to understand and improve the customer experience, identify pain points and opportunities, and align business goals with customer needs. Reference: https://trailhead.salesforce.com/en/content/learn/modules/customer-journey-basics/create-a- customer-journey-map

Question: 32

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. and engage the larger team to answer questions directly/ related to their roles when needed.

C. 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

Explanation:
The best way for a business analyst to help the team work together more effectively is to lead them in creating a team agreement that assigns project roles and outlines how the team will collaborate, disagree, develop trust, and define success. This will help them align on common goals, expectations, and norms, and resolve any conflicts or misunderstandings. Encouraging 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 may create a top-down approach that ignores other stakeholder perspectives or needs. Limiting participation in key project discovery, requirements, and solutioning meetings to leadership and engaging the larger team to answer questions directly related to their roles when needed may create a siloed approach that reduces collaboration or buy-in. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst- certification-prep/collaboration-with-stakeholders

Question: 33

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

Explanation:
The best way for a business analyst to gain the end users' cooperation is to 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. This will help them understand their needs and expectations, demonstrate value and benefits, and facilitate communication and feedback. Responding to end users with empathy and accommodate their needs; translating the end users' needs into technical requirements; and delivering the project to the developers to implement the solution may be too reactive or passive without addressing the root causes of resistance or ensuring alignment. Using an assertive influencing style; demonstrating authority and expertise; outlining the project objectives; and making sure end users know that the decision has been made and the time to make changes has passed may be too aggressive or authoritative without building trust or rapport. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders

Question: 34

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: B

Explanation:

This answer identifies executive sponsors and sales leadership as the group that is well positioned to help the BA secure alignment for the initiative. Executive sponsors and sales leadership are key stakeholders who have the authority, influence, and interest in the project. They can help the BA communicate the vision, benefits, and expectations of the new process, and address any resistance or concerns from the incoming sales team. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-stakeholder-engagement-skills

Question: 35

A business analyst (BA) at Northeren Trail Outfitters has been asked to explain a sales process improvement idea and collaborate on a plan for implementation. Several sale 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

Explanation:

A virtual whiteboard is a technique that a business analyst can use to optimize effectiveness and build a shared understanding of an idea and approach with sales users in various locations. A virtual whiteboard is an online tool that allows multiple participants to collaborate visually by drawing, writing, or annotating on a shared screen. It can help them brainstorm ideas, create diagrams, or give feedback in real time. A demo prototype is a technique that can be used to show how an idea works or looks like, but not to collaborate on it. One-on-one meetings are techniques that can be used to communicate with individual stakeholders, but not with a group.

Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders

https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories

Question: 36

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

Explanation:
This answer states that getting approval and signoff on the requirements is the next step for the BA to take before build can begin. Approval and signoff on the requirements means that the stakeholders agree that the requirements are accurate, complete, and feasible, and that they authorize the development team to start building the solution. Approval and signoff on the requirements helps to avoid scope creep, rework, and miscommunication. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-

certification-prep/prepare-for-the-salesforce-business-analyst-certification-exam

Question: 37

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

Explanation:
The best way for a business analyst to build trust with stakeholders after making a mistake is to be vulnerable and own their mistake. This will show honesty, humility, accountability, and willingness to learn from errors. Promising to work harder to avoid other mistakes may sound defensive or unrealistic without acknowledging what went wrong or how to fix it. Asking their supervisor for help immediately may seem desperate or unprofessional without trying to resolve it first with stakeholders. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/collaboration-with-stakeholders

Question: 38

Universal Containers wants the ability to fill out a survey based on customer feedback. The team is unable to

visualize a possible solution in order to confirm the requirements.
Which elicitation technique should the business analyst use to help the team meet its goal?

A. Prototyping
B. Brainstorming
C. Observation

Answer: A

Explanation:
This answer recommends prototyping as an elicitation technique to help the team meet its goal of filling out a survey based on customer feedback. Prototyping is a technique that involves creating a mockup or a sample of a solution to demonstrate how it will look and function. Prototyping can help the BA validate requirements, solicit feedback, and refine the design of the solution. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-prototyping-to-validate-your-solution

Question: 39

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

Explanation:
A gap analysis is a document that compares the current state with the desired future state of a process or system, identifies what needs to change or improve, and recommends actions or solutions to bridge the gap. A gap analysis can help CK understand how to enhance its user experience for customer service agents on Service Cloud so they can effectively meet their service-level agreements. A change management document is a document that outlines how changes will be planned, implemented, communicated, monitored, controlled, etc., during a project lifecycle

Question: 40

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

Explanation:
The best practice to establish benchmarks to evaluate existing processes is to show tangible impact from changes to processes. Benchmarks are quantifiable measures that can be used to compare current performance with desired performance or best practices. They can help CK evaluate how effective its sales processes are, identify gaps or opportunities for improvement, and measure the results or benefits of process changes. Proving processes are out of date and require a new solution is not a best practice, but a potential outcome of benchmarking. Comparing processes against CK's closest competitors is not a best practice, but a possible source of benchmarking data. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/user-acceptance

Question: 41

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

Explanation:
This answer selects sprint review as the type of meeting that should be held to review the current build with stakeholders and gather feedback. A sprint review is a meeting that takes place at the end of each sprint in the scrum methodology, where the development team demonstrates the working product increment to the stakeholders and collects their feedback. A sprint review helps to validate the requirements, evaluate the progress, and adjust the priorities for the next sprint. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/agile-development-with- scrum/perform-a-sprint-review

Question: 42

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

Explanation:

The best way for the business analyst to present the new feature on Opportunities to a small group of end users is to demo the new feature. A demo is a presentation that shows how a feature works or looks like in Salesforce. It can help the business analyst gather feedback from end users, validate the solution, and drive user adoption. Sharing user stories about the feature may be too abstract or vague for end users to understand or evaluate the feature. Creating a feature manual may be too detailed or technical for end users to appreciate or use the feature. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/user-stories https://trailhead.salesforce.com/content/learn/modules/salesforce-business- analyst-certification-prep/user-acceptance

Question: 43

Cloud Kicks (CK) wants its sales team to use Sales Cloud to decrease its lead conversion time. The business analyst (BA) will analyze and break down CK's typical sales cycle.
How can process mapping help the BA get started on this project?

A. It can show the relationship between the steps and actions in the sales cycle to communicate and understand the current state, and to identify areas for improvement.
B. It can model changes in the current customer experience, analyze each change's potential for impact, and help visualize potential improvements in the sales cycle in advance of the solution design.
C. It can display complex ideas in a consistent format, highlight blockers and impediments to help stakeholders quickly assess issues in the sales cycle, and see the project timeline at a glance.

Answer: A

Explanation:

This answer describes how process mapping can help the BA get started on this project of analyzing and breaking down CK’s typical sales cycle. Process mapping is a technique that involves creating a visual representation of a business process, showing its inputs, outputs, steps, actions, decisions, roles, and dependencies. Process mapping can help the BA communicate and understand how a process works in its current state, and identify areas for improvement or optimization. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-process-mapping-to-understand-your-business

Question: 44

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: A

Explanation:
This answer lists audiences, scope, inputs, outputs, and resources as the key attributes that the BA should look for when reviewing the process maps. These attributes help to define and understand a business process, and identify its purpose, boundaries, stakeholders, data, and resources. These attributes also help to evaluate the effectiveness and efficiency of a business process, and identify areas for improvement or optimization.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business

Question: 45

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

Explanation:
Annotated process flows are a great way to illustrate the vision of a solution to stakeholders. They can show the current state of the process, the proposed changes, and the benefits of the changes. This can help stakeholders understand the solution and why it is needed.
Here are some additional details from Salesforce Certified Business Analyst documents and resources that support the answer:
Annotated process flows are process flows that include additional information, such as notes, comments, and explanations.
Modifications to an existing process are changes that are made to an existing process. Stakeholders are people who have an interest in the success of a project.
In conclusion, annotated process flows with modifications to an existing process are a great way to illustrate the vision of a solution to stakeholders. They can show the current state of the process, the proposed changes, and the benefits of the changes. This can help stakeholders understand the solution and why it is needed.
An artifact that can help the business analyst illustrate the vision of a solution to stakeholders is annotated process flows with modifications to an existing process. Annotated process flows are diagrams that show how a process works step by step, with notes or comments that explain the logic or rationale behind each step. They can help the business analyst show how the lead routing and qualification process will change or improve with the new solution, and invite feedback or validation from stakeholders. Detailed user stories with technical documentation about the existing process are artifacts that can help the business analyst capture the requirements or specifications of the new solution, but not illustrate the vision of it. Collected pain points from people who follow the existing process are artifacts that can help the business analyst understand the

problems or needs of the end users, but not illustrate the vision of the solution. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories

Question: 46

The business analyst (BA) at Cloud Kicks has been asked to map the current sales process in Sales Cloud to document legal compliance with local privacy regulations, which can differ based on the state or country of a data transaction.

Which activity would be most effective in helping the BA understand the sales process?

A. Using live workshops to map out the sales process
B. Asking stakeholders to complete a questionnaire
C. Conducting individual interviews with stakeholders

Answer: A

Explanation:
This answer suggests using live workshops to map out the sales process as the most effective activity for the BA to understand the sales process at CK. A live workshop is a collaborative session where the BA facilitates a group discussion with stakeholders or users to elicit information, generate ideas, or solve problems. A live workshop can help the BA map out the sales process by engaging participants in creating a visual representation of the process, identifying pain points and opportunities, and reaching a consensus on the current state. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-live-workshops-to-collaborate

Question: 47

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

Explanation:
The document that the business analyst should use to identify the people who can describe the business problem and provide detailed requirements is stakeholder analysis. Stakeholder analysis is a technique that identifies and evaluates the people who have an interest in or influence on a project or initiative. It can help the business analyst understand who are the key stakeholders, what are their roles and responsibilities, what are their needs and expectations, how they communicate and collaborate, etc. A RACI chart is a document that defines and clarifies the roles and responsibilities of different stakeholders in relation to specific tasks or deliverables. It can help the business analyst manage stakeholder expectations and avoid confusion or

conflicts. A user story is a document that captures a requirement or feature from an end user's perspective. It can help the business analyst communicate what needs to be done and why it matters.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/collaboration-with-stakeholders
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories

Question: 48

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: A

Explanation:
A process map is a visual representation of a business process that helps to engage stakeholders, identify improvements, and start the change process. By creating a process map, the business analyst can understand the current state of the process, identify pain points and opportunities for improvement, and communicate the findings and recommendations to the stakeholders. A process map also helps to initiate the change process by providing a baseline for measuring the impact of the proposed solutions. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/business-process-mapping

Question: 49

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

Explanation:
When a business analyst finds it difficult to get a response from a subject matter expert (SME), they should escalate the concern to the SMEs' manager. This is because the SMEs' manager can help to prioritize the project, provide feedback, and ensure accountability. The business analyst should also document the communication attempts and issues, and keep the project sponsor and other stakeholders informed of

the status and risks. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/collaboration-with-stakeholders

Question: 50

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

Explanation:
This answer selects Universal Process Notation (UPN) as the tool that the BA should use for their evaluation of a business process at UC. UPN is a simple and standardized way of creating process maps, using only four symbols: activity, decision, start/end, and annotation. UPN can help the BA evaluate a business process at a high level and in detail, while also keeping regulatory considerations in mind, by showing the steps, actions, decisions, roles, and dependencies of the process, and adding notes or comments to explain or clarify certain aspects. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-process-mapping-to-understand-your-business

Question: 51

Universal Containers has asked a business analyst (BA) to create a process map indicating how it is using Marketing Cloud to manage its campaigns. In a process map that uses Universal Process Notation (UPN), the BA has marked each activity box with a resource.
What does an activity box marked "C Customer' mean?

A. The customer should be responsible.
B. The customer should be informed.
C. The customer should be consulted.

Answer: C

Explanation:
This answer explains that an activity box marked “C Customer” means that the customer should be consulted. In a process map that uses Universal Process Notation (UPN), an activity box is a symbol that represents a task or an action that is performed in a business process. An activity box can be marked with a letter to indicate the role or the resource that is responsible for performing the task or action. The letter C stands for consult, which means that the resource should be asked for input or advice before or during the task or action.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-

look/use-process-mapping-to-understand-your-business

Question: 52

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

Explanation:
To successfully meet governance requirements to identify the business purpose, the business analyst should adhere to agreed upon mapping standards. Mapping standards are guidelines or conventions that define how to create and document business process maps. They help to ensure consistency, clarity, and quality of the process maps across different projects and teams. They also help to align the process maps with the business objectives and requirements, and support regulatory considerations. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/business-process-mapping

Question: 53

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

Explanation:

This answer selects Universal Process Notation (UPN) as the diagramming notation that the BA should use for the process map. UPN is a simple and standardized way of creating process maps, using only four symbols: activity, decision, start/end, and annotation. UPN can help the BA create a process map that is applicable across all industries, provides context for metrics and management decisions, and supports regulatory considerations. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-process-mapping-to-understand-your-business

Question: 54

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

Explanation:
This answer chooses user stories as the element that the BA should use to define the intended results of the work based on stakeholder needs. User stories are short and simple descriptions of a feature or a functionality from the perspective of an end user or a stakeholder. User stories can help the BA define what stakeholders want to accomplish, why they want to accomplish it, and how they will measure success. User stories can also help the development and implementation teams to plan product decisions based on stakeholder value. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-user-stories-to-capture-requirements

Question: 55

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

Explanation:
A functional requirement specification is a statement that describes what a product or service must do or provide to meet user needs or business objectives. It should be clear, concise, testable, and measurable. The option B is an example of a functional requirement specification because it describes what the portal should do (allow for partners to upload monthly sales reports) without specifying how it should do it or why it should do it. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/requirements

Question: 56

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 impacts. .

Answer: A

Explanation:

Question: 57

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

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

Answer: A

Explanation:
When a business analyst discovers that different teams have different needs or preferences for using Salesforce fields, they should refine the requirements to accommodate both teams. This is because deleting fields that are actively used by another team could cause data loss, errors, or inefficiencies in their processes. The business analyst should work with both teams to understand their use cases, data models, workflows, reports, dashboards, integrations, security settings, etc., and find ways to customize Salesforce fields that meet both teams' needs without compromising data quality or performance. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/requirements

Question: 58

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: A

Explanation:
This answer provides an example of good acceptance criteria for the scenario of integrating Salesforce with the largest online professional network. Acceptance criteria are statements that define the conditions that a solution must meet to be accepted by the stakeholders or users. Acceptance criteria should be clear, concise, testable, and measurable. This answer meets these criteria by stating what a sales rep can do (view current information), where they can do it (in the Lead and Contact records), and how they can verify it (directly). Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- certification-prep/prepare-for-the-salesforce-business-analyst-certification-exam

Question: 59

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: C

Explanation:
When a business analyst learns that another team also needs email integration in the near future, they should include that team during discovery. This is because including all relevant stakeholders early in the project can help to identify common needs, avoid duplication of work, leverage synergies, and deliver value faster. The business analyst should invite the operations team to participate in discovery activities such as interviews, surveys, workshops, observations, etc., and capture their requirements, expectations, and feedback. The business analyst should also communicate the project scope, timeline, and risks to both teams and manage any changes or issues that may arise. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/customer-discovery

Question: 60

Universal Containers is about to kick off a new Salesforce implementation, bringing both sales and service teams onto the platform. Each team has been managing Accounts and Contacts in their own way even though the Accounts and Contacts are shared between the teams. This has resulted in disagreements about what should be built in Salesforce.
Which groups should the business analyst work with to gain full alignment on a common program vision and strategy?

A. Business leaders, middle management, and end users
B. Senior leadership, IT leadership, and middle management
C. Executive sponsors, IT leadership, and end users

Answer: A

Explanation:

Question: 61

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

Explanation:
The business analyst should tell the executive that work will begin when capacity becomes available. This is because Kanban is a development model that focuses on continuous delivery and flow of work, rather than fixed iterations or sprints. Kanban uses a visual board that shows the status of work items across different stages, such as backlog, in progress, done, etc. Work items are pulled from one stage to another when there is available capacity or demand, rather than according to a predefined schedule or plan. Work will not begin after executive approval is given or in the next sprint because these are concepts that are more relevant for other development models such as change set development or org development. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/user-acceptance https://trailhead.salesforce.com/content/learn/modules/agile-development- with-scrum

Question: 62

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

Explanation:
The element that the business analyst should use to help the QA team validate that the product fulfilled the requirements without ambiguity is acceptance criteria. Acceptance criteria are statements that define the conditions that a product or feature must meet in order to be accepted by stakeholders or end users. They can

help the QA team test the functionality based on specific scenarios or outcomes, and verify that it meets the expectations or needs of stakeholders or end users. Process maps are diagrams that show how a business process flows from start to end. They can help the QA team understand how a product or feature works in relation to a process, but not how to validate it without ambiguity. User stories are statements that capture a requirement or feature from an end user's perspective. They can help the QA team understand what needs to be done and why it matters, but not how to validate it without ambiguity. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/user-stories https://trailhead.salesforce.com/content/learn/modules/salesforce-business- analyst-certification-prep/user-acceptance

Question: 63

Northern Trail Outfitters (NTO) is undergoing a Salesforce implementation for Service Cloud. The busjpess analyst is currency working with the development team as they build features in the sandbox. NTO wants to test these features before the changes are deployed to the production environment.
As part of the Application lifecycle Management (ALM) process, which three development models does Salesforce support?

A. Change Set Development, Org Development, Package Development
B. Rapid Application Development, Org Development Package Development
C. Salesforce DX, Flow Builder, Rapid Application Development

Answer: A

Explanation:
The three development models that Salesforce supports as part of Application Lifecycle Management (ALM) process are Change Set Development, Org Development, and Package Development. Change Set Development is a model that uses change sets to deploy metadata changes from one org to another org. Org Development is a model that uses scratch orgs to create and test metadata changes in isolated environments before deploying them to other orgs. Package Development is a model that uses unlocked packages to bundle and distribute metadata changes across orgs as modular applications. Rapid Application Development, Flow Builder, and Salesforce DX are not development models supported by Salesforce as part of ALM process.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/user-acceptance https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models

Question: 64

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

Explanation:

Question: 65

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

Explanation:
The next step that the business analyst should take is to review the user stories to ensure they are small, testable, and valuable. User stories are statements that capture a requirement or feature from an end user's perspective. They should be small enough to be completed within a sprint, testable enough to be verified by acceptance criteria, and valuable enough to deliver benefits or outcomes for end users. Reviewing user stories can help UC understand why development and testing took more time than expected, and how to improve them for future sprints.Creating a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to understand why development and testing took more time is not a good next step because it is a strategic tool that evaluates the internal and external factors affecting a project or initiative, not a tactical tool that evaluates the quality or effectiveness of user stories. Moving the deployment date out so the teams have more time to work is not a good next step because it does not address the root cause of why development and testing took more time, and it may affect the project scope or budget. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/user-stories https://trailhead.salesforce.com/content/learn/modules/salesforce-business- analyst-certification-prep/user-acceptance

Question: 66

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: B

Explanation:

The mistake that the business analyst made when creating this story is that the persona is undefined. A persona is a fictional representation of an end user who has a specific role, goal, or need. A user story should specify the persona as part of its format: “As a [persona], I need [need], so I can [goal]”. Specifying the persona can help the business analyst communicate who will use the feature and why it matters to them. The goal and the need are defined in this user story. The goal is to increase efficiencies and improve closure rates by better tailoring sales offerings. The need is visibility to customers’ purchase history details. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/user-stories https://trailhead.salesforce.com/content/learn/modules/salesforce-business- analyst-certification-prep/customer-discovery

Question: 67

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

Explanation:

Question: 68

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

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

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

business stakeholder requests. Complete existing user stories in the final sprint of the project.

Answer: C

Explanation:

Question: 69

The business analyst at Cloud Kicks is using a checklist to assess the quality of user stones for an upcoming Experience Cloud implementation.
Which characteristics make a user story successful?

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

Answer: C

Explanation:
these are the characteristics that make a user story successful, according to the INVEST acronym. A user story should be independent of other user stories, negotiable in terms of scope and details, valuable to the user or customer, estimable in terms of effort and time, small enough to fit in a sprint or iteration, and testable with clear acceptance criteria. Reference:
https://trailhead.salesforce.com/content/learn/modules/user-story-creation/learn-about-user- stories

Question: 70

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

Explanation:

This answer provides an example of effective acceptance criteria for the scenario of creating an approval process on contract submissions. Acceptance criteria are statements that define the conditions that a solution must meet to be accepted by the stakeholders or users. Acceptance criteria should be clear, concise, testable, and measurable. This answer meets these criteria by stating what a sales manager wants to do (be notified, approve or decline), when they want to do it (when a contract has been submitted with a discount greater than 20%), and how they can verify it (a discounted price). Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- certification-prep/prepare-for-the-salesforce-business-analyst-certification-exam

Question: 71

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

Explanation:
The goal of user acceptance testing (UAT) is to ensure what was originally requested is being delivered by the development team. UAT is the final phase of testing before a solution is released to production. UAT involves users or stakeholders who validate that the solution meets their needs and expectations, based on the user stories and acceptance criteria. UAT helps to verify that the solution is fit for purpose and ready for launch. Reference: https://trailhead.salesforce.com/content/learn/modules/user-story-creation/user-acceptance- testing

Question: 72

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: C

Explanation:
This answer suggests adjusting the goal of the user story to be independent as a way to improve this user story for updating its customer portal built on Experience Cloud. The goal of a user story is what the user or stakeholder wants to accomplish, why they want to accomplish it, and how they will measure success. The goal of a user story should be independent, meaning that it does not depend on or overlap with other user stories. This user story has a goal that is too broad and complex, as it includes multiple features or functionalities (chat with a support agent, view account, see orders, ask questions) in one user story.

Adjusting the goal of the user story to be independent can help to break down this user story into smaller and simpler user stories that can be completed in one sprint.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- quick-look/use-user-stories-to-capture-requirements

Question: 73

The Salesforce project team at Cloud Kicks is about to start a project that crosses sales and service teams. The business analyst (BA) has been tasked with writing user stories with the teams in a workshop.
What should the BA keep in mind during the process?

A. User stories encourage iterative development.
B. User stories specify which technical components are impacted.
C. User stories are fixed upon stakeholder approval.

Answer: A

Explanation:
One thing that user stories help the business analyst do is encourage iterative development. Iterative development is an approach that breaks down a project into smaller cycles or iterations, each delivering a working piece of functionality or value to the user. User stories are well suited for iterative development because they are concise, focused, and prioritized based on user needs and value. User stories help to deliver features faster and more frequently, while allowing for feedback and changes along the way.
Reference: https://trailhead.salesforce.com/content/learn/modules/user-story-creation/learn-about-user-stories

Question: 74

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: B

Explanation:
The business analyst should move this item to the definition of done. The definition of done is a set of criteria that must be met before a user story or sprint can be considered complete or ready for release. The definition of done helps to ensure quality, consistency, and transparency across the project team. The step “Code Review by Technical Architect” is not part of the acceptance criteria for a specific user story, but rather a general requirement that applies to all user stories or sprints.
Reference: https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user- stories

Question: 75

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

Explanation:
This answer states that associating each set of metadata changes to the corresponding user story is what the BA should do to resolve these challenges with the release team. Metadata changes are modifications to the configuration or customization of Salesforce, such as fields, objects, layouts, workflows, or apex code. Associating each set of metadata changes to the corresponding user story can help to track and manage the changes, and link them to the business requirements and acceptance criteria. This can also help to improve the communication and collaboration between the BA, the admin, and the QA team, and avoid any confusion or errors during deployment and testing. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and- development-models

Question: 76

A group of business analysts (BA) at Universal Containers have been working with different teams of stakeholders on eliciting requirements for a new Salesforce app. The BAs have gathered and documented all of the information in a central location. Upon review of the requirements, the BAs discovered that changes made to the documentation were overwritten by each other, and they will

lose time recapturing them.
What should the BAs do differently to prevent this error from happening?

A. Each BA should use their own separate documentation.
B. Each BA should enter their business needs in a shared spreadsheet,
C. Each BA should use a shared system that has version control.

Answer: C

Explanation:
The business analysts should use a shared system that has version control to prevent this error from happening. Version control is a feature that allows users to track and manage changes made to documents or files over time. Version control helps to avoid overwriting or losing previous versions of documents or files by creating backups or snapshots of each change. Version control also helps to compare different versions of documents or files and resolve any conflicts or discrepancies.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst- certification-prep/collaboration-with-stakeholders

Question: 77

The business analyst (BA) at Northern Trail Outfitters is writing user stories for a Service Cloud implementation.
In which order should the BA arrange the three components of a user story?

A. I want <xyz>, as a <xyz>, so that <xyz>
B. As a <xyz>, I want <xyz>, so that <xyz>
C. I want <xyz>, so that <xyz>, for a <xyz>

Answer: B

Explanation:
This is the correct order for arranging the three components of a user story. The first component is “As a <xyz>”, which specifies the role or persona of the user who will benefit from the user story. The second component is “I want <xyz>”, which describes the goal or feature that the user wants to achieve or use. The third component is “so that <xyz>”, which explains the reason or value behind the goal or feature for the user. Reference: https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories

Question: 78

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 hack to the stakeholder far immediate testing.
C. Acknowledge the feedback, create a new user Story that includes the field changes, and ask the stakeholder to update the existing tat case to show it was successfully tested.

Answer: C

Explanation:

This answer suggests acknowledging the feedback, creating a new user story that includes the field changes, and asking the stakeholder to update the existing test case to show it was successfully tested as the next step for the BA after receiving this feedback from a stakeholder during user acceptance testing for a global customer service project that leverages Service Cloud. Acknowledging the feedback shows respect and appreciation for the stakeholder’s input and involvement. Creating a new user story that includes the field changes helps to capture and prioritize the new requirements, and avoid scope creep or impact on other user stories. Asking the stakeholder to update the existing test case to show it was successfully tested helps to

validate and document that the functionality described in the test case is working as expected.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

Question: 79

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

Explanation:

Question: 80

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

Explanation:
The first step that the business analyst should take before starting UAT is to identify power users. Power users are users who have extensive knowledge and experience with using Salesforce, and can provide valuable feedback and insights during UAT. Power users can help to write, review, and execute UAT scenarios, as well as train and support other users during UAT. Power users can also act as champions for change management, and help to promote adoption and satisfaction with the solution. The business analyst should identify power users from different roles, teams, or regions, depending on the scope and scale of the project. The business analyst should also communicate with power users about their expectations, responsibilities, and availability for UAT.

Question: 81

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: C

Explanation:
The business analyst should seek sign-offs from the business for the functional requirements, individual test case functionality, and final go live date. The functional requirements are the statements that describe what the solution must do or provide to meet user needs or business objectives. The individual test case functionality is the verification that each test case meets the acceptance criteria for the corresponding user story or requirement. The final go live date is the date when the solution will be released to production and available for users or customers. These sign-offs help to ensure that the solution is complete, satisfactory, and ready for launch.

Question: 82

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

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

Answer: B

Explanation:

Question: 83

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

Explanation:

Question: 84

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

Explanation:
The first step that the business analyst should take to begin overhauling the Opportunity object is to understand the current business process. This is because understanding the current business process helps to establish a baseline for measuring the current state of performance, identify pain points and opportunities for improvement, and align with the desired business outcomes. The business analyst should use techniques such as interviews, observations, surveys, or process mapping to understand how users currently use Salesforce opportunities and what challenges or gaps they face. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

Question: 85

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

Explanation:
The business analyst should do in the first discovery meeting with stakeholders is to collaborate with stakeholders to examine and define CK’s purpose, customers, metrics, and overall business to inform project direction and vision. Discovery is a phase of a Salesforce project that aims to understand the current state of a business, identify its problems or needs, and define its goals or desired outcomes. In the first discovery meeting, the business analyst should work with stakeholders to establish a common understanding of CK’s business context, such as its mission, vision, values, customers, competitors, performance indicators, etc. This can help the business analyst align stakeholders on a shared vision and strategy for the Salesforce implementation.Discussing and documenting specific pain points in existing processes may be part of discovery, but not in the first meeting. The business analyst should first understand the big picture of CK’s

business before diving into the details of its processes.Previewing potential Salesforce solutions and collecting feedback from stakeholders may be part of discovery, but not in the first meeting. The business analyst should first understand the problems or needs of CK's business before proposing any solutions. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/collaboration-with-stakeholders

Question: 86

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

Explanation:

The types of analyses that a business analyst typically performs during the discovery phase of a Salesforce project are enterprise analysis, strategy analysis, and stakeholder analysis. Enterprise analysis is a technique that examines and evaluates the internal and external factors that affect a business or organization. It can help the business analyst understand the strengths, weaknesses, opportunities, and threats (SWOT) of a business or organization. Strategy analysis is a technique that defines and clarifies the goals, objectives, scope, and success criteria of a project or initiative. It can help the business analyst align the project or initiative with the vision and mission of a business or organization. Stakeholder analysis is a technique that identifies and evaluates the people who have an interest in or influence on a project or initiative. It can help the business analyst understand who are the key stakeholders, what are their roles and responsibilities, what are their needs and expectations, how they communicate and collaborate, etc. Financial analysis is a technique that assesses the costs and benefits of a project or initiative. It can help the business analyst justify or prioritize the project or initiative based on its return on investment (ROI) or net present value (NPV). Technical analysis is a technique that examines and evaluates the technical aspects of a project or initiative. It can help the business analyst understand the feasibility or complexity of a project or initiative based on its architecture or design. Operational analysis is a technique that analyzes and optimizes the processes and workflows of a business or organization. It can help the business analyst improve the efficiency or effectiveness of a business or organization based on its performance metrics or best practices.

Question: 87

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

Explanation:
The path that the business analyst should take to find information about custom apps, active Salesforce Sites, active flows, custom tabs, and Visualforce pages is to review configuration settings. Configuration settings are options or preferences that can be customized or modified in Setup. They can help the business analyst understand how Salesforce was implemented and what features or components were enabled or disabled. Custom apps, active Salesforce Sites, active flows, custom tabs, and Visualforce pages are examples of configuration settings that can be accessed or changed in Setup.Conducting stakeholder interviews may be a useful way to gather information about business needs, expectations, or feedback, but not about technical details or configuration settings. Reading business process documentation may be a useful way to understand how a business process works or flows, but not about technical details or configuration settings. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/business-process-mapping

Question: 88

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

Explanation:

Question: 89

As a part of discovery, the business analyst (BA) at Universal Containers is trying to understand how Salesforce was implemented.
What should the BA utilize to help uncover any technical constraints or potential problems in a Salesforce implementation?

A. Salesforce Optimizer
B. Setup Audit Trail
C. Reports and Dashboards

Answer: A

Explanation:
The tool that the business analyst should use to help uncover any technical constraints or potential problems in

a Salesforce implementation is Salesforce Optimizer. Salesforce Optimizer is a feature that analyzes a Salesforce org and provides recommendations for improving its performance, security, usability, and maintenance. It can help the business analyst identify any issues or risks in a Salesforce implementation such as unused features or components, complex configurations or customizations, low adoption rates or user satisfaction scores, etc. Setup Audit Trail is a tool that monitors and logs changes made by administrators in Setup. It can help the business analyst track who made what changes and when, but not uncover any technical constraints or potential problems in a Salesforce implementation. Reports and Dashboards are tools that display data or metrics in visual formats such as charts or tables.

Question: 90

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: B

Explanation:
This answer states that scheduling a one-on-one meeting with the new employee to get an alternative perspective from a beginner's mind is what the BA should do when responding to the new employee's input. A beginner's mind is a mindset that is open, curious, and eager to learn, without any preconceptions or biases. A beginner's mind can help the BA to discover new insights, ideas, or opportunities that might otherwise be overlooked or dismissed by more experienced or knowledgeable stakeholders. Scheduling a one-on-one meeting with the new employee can help the BA to listen to their input, understand their perspective, and appreciate their contribution.

Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- quick-look/use-stakeholder-engagement-skills

Question: 91

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

Explanation:

The elicitation technique that the business analyst should use to gather information about 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 is journey mapping. Journey mapping is a technique that creates a visual representation of a user's experience with a product or service over time. It can help the business analyst understand how a user interacts with a product or service across different touchpoints or stages, what pain points or obstacles they encounter, what emotions or feelings they have, etc. Survey/Questionnaire is an elicitation technique that collects quantitative or qualitative data from a large number of stakeholders using predefined questions or scales. It can help the business analyst measure stakeholder satisfaction, preferences, or feedback, but not capture the details or nuances of their

experience.

Question: 92

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

Explanation:

The business analyst should ask the team to reprioritize the backlog and work on the item at the top. This is because Kanban is a development model that focuses on continuous delivery and flow of work, rather than fixed iterations or sprints. Kanban uses a visual board that shows the status of work items across different stages, such as backlog, in progress, done, etc. Work items are pulled from one stage to another when there is available capacity or demand, rather than according to a predefined schedule or plan. Reprioritizing the backlog can help the team accommodate the new item and ensure that the most important or urgent work is done first. Asking the team to commit to the work for the next sprint may not be a good option because Kanban does not use sprints or time-boxed iterations. Asking the team to pivot and complete the work immediately may not be a good option because it may disrupt the flow of work or create bottlenecks or waste in Kanban. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/user-acceptance https://trailhead.salesforce.com/en/content/learn/modules/agile-development-with-scrum

Question: 93

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

Explanation:
The business analyst should do to gain the necessary buy-in and support from the sales team to

ensure a solution meets the requirements is to ask questions to understand their needs and focus on shared goals. Asking questions is an elicitation technique that allows the business analyst to gather information, clarify assumptions, or validate understanding from stakeholders. It can help the business analyst understand the sales team's doubts or concerns about the new tool, and address them with empathy or evidence. Focusing on shared goals is a collaboration technique that aligns stakeholders on a common vision or outcome for a project or initiative. It can help the business analyst show how the new tool will benefit the sales team and meet their expectations or needs. Presenting the pros and cons of the decision by using logic and facts may not be an effective way to gain buy-in and support from the sales team because it may not address their emotional or psychological barriers or resistance to change. Demonstrating expertise and clearly stating the decision is final may not be an effective way to gain buy-in and support from the sales team because it may not involve them in the decision-making process or respect their opinions or feedback. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst- certification-prep/customer-discovery https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/collaboration-with-stakeholders

Question: 94

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

Explanation:

Question: 95

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: C

Explanation:
The business analyst should encourage the project stakeholders to think of various ways to solve cases differently before deciding on a specific solution. This is because the business analyst should focus on understanding the problem or need that the project is trying to address, rather than jumping to a predefined solution. By exploring different options and alternatives, the business analyst can help the project stakeholders find the best fit solution that meets their requirements and expectations, as well as aligns with the project scope, budget, and timeline. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/customer-discovery

Question: 96

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

Explanation:
The first thing that the business analyst should do before a future state is proposed to key stakeholders is to hold a kickoff meeting to set expectations with the project team. A kickoff meeting is an important step in initiating a Salesforce project, as it helps to establish the project vision, goals, scope, roles, responsibilities, communication plan, and success criteria. A kickoff meeting also helps to build rapport and trust among the project team members, as well as identify any potential risks or issues that may affect the project delivery. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/project-initiation

Question: 97

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

Explanation:
The management process that the business analyst should suggest to help the teams align on their competing priorities is Vision, Values, Methods, Obstacles, and Measures (V2MOM). V2MOM is a framework that helps to define and communicate a shared vision and strategy for a project or organization. V2MOM stands for Vision (what you want to achieve), Values (what's important to you), Methods (how you will get it done), Obstacles (what might stand in your way), and Measures (how you will know when you're successful). V2MOM helps to align teams on their common goals and priorities, as well as track their progress and results.
Reference: https://trailhead.salesforce.com/content/learn/modules/v2mom-align-your-vision-and-values/v2mom-introduction

Question: 98

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

Explanation:
The business analyst should set up a casual meeting to create a personal connection with the stakeholder to build trust with them as the project continues. A casual meeting is an informal conversation that allows the business analyst and the stakeholder to get to know each other better, share their backgrounds and interests, and establish rapport and empathy. A casual meeting can help to ease any tension or frustration that may have arisen during the discovery session, as well as show respect and appreciation for the stakeholder's input and feedback. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/stakeholder-management

Question: 99

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: A

Explanation:
This answer states that using a capability model is the type of process diagram that the BA should use at the beginning of a Salesforce project to outline high-level process areas such as “Prospect to Contract”. A capability model is a diagram that shows what an organization does at a high level of abstraction, without going into details of how it does it. A capability model can help the BA to identify and group related business activities or functions into capability areas or domains, such as sales, marketing, service, or finance. A capability model can also help the BA to align business processes with business goals and strategies. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business

Question: 100

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

Explanation:
The type of requirement documentation that the business analyst is using in this scenario is process mapping. Process mapping is a technique that involves creating a visual diagram of the steps or activities involved in completing a business process or workflow. Process mapping helps to document how users perform their daily work in Salesforce, what inputs and outputs they use or produce, what decisions they make, and what roles or systems they interact with. Process mapping also helps to identify any inefficiencies, bottlenecks, redundancies, or risks in the existing process, as well as opportunities for improvement or optimization. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/business-process-mapping

Question: 101

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: B

Explanation:
The level of detail that the business analyst should use for the process map and why is somewhat detailed. This is because the process map should provide enough information to guide new users through the onboarding process, but not overwhelm them with too much detail that may be irrelevant or unnecessary. Since the process will be repetitive, new users will learn and remember the details over time, and they can always refer back to the process map if needed. The process map should include the main steps, decisions, inputs, outputs, and roles involved in the onboarding process, as well as any exceptions or variations. The process map should also use clear and consistent terminology, symbols, and notation to ensure readability and understanding.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

Question: 102

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: A

Explanation:
The initial steps that the business analyst should take to help determine why the order management and fulfillment process is slow are:
Work with stakeholders to identify relevant processes, such as order placement, order confirmation, order processing, order shipping, order tracking, etc.
Select a key process with defined start and end points, such as order processing, which involves verifying customer information, checking inventory availability, allocating products, generating invoices, etc.
Collaborate with process owners and users to create a current state process map, which shows how the order processing process is currently performed in Salesforce, what steps or activities are involved, what inputs or outputs are used or produced, what decisions are made, what roles or systems are interacted with, etc.
These steps help to establish a baseline for measuring the current state of performance, identify pain points and opportunities for improvement, and align with the desired business outcomes. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

Question: 103

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: C

Explanation:
The tool that would help UC understand the existing functionality of all of its reporting tools is a capability model. A capability model is a visual representation of the core capabilities or functions that an organization performs or delivers to achieve its strategic objectives. A capability model helps to identify and organize high-level process areas that span across different departments or teams, as well as highlight any gaps or overlaps in functionality. A capability model can also help to prioritize and scope Salesforce projects based on business value and impact.
In this case, UC can use a capability model to map out all of its reporting tools by their capabilities or functions, such as data sources, data integration, data analysis, data visualization, data sharing, etc. This would help UC understand what each reporting tool can do or provide, how they relate or differ from each other, and where there may be redundancies or inefficiencies in their reporting processes. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst- certification-prep/business-process-mapping

Question: 104

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

Explanation:
One way that end users participate as stakeholders in data governance is by providing valuable feedback on how they use data. Data governance is a set of policies and practices that ensure data quality, security, accessibility, usability, and compliance throughout an organization. End users are important stakeholders in data governance because they are the ones who create, consume, update, delete, or share data on a daily basis. End users can provide valuable feedback on how they use data

for their tasks or goals, what data they need or don’t need, what challenges or issues they face with data quality or availability, what suggestions they have for improving data processes or systems, etc.

Question: 105

Management at Cloud Kicks has asked a business analyst (BA) to gain alignment from a group of people to determine what is in scope and out of scope on a Salesforce project.
Which group should the BA include early in the scoping process?

A. Personas
B. Stakeholders
C. Scrum team

Answer: B

Explanation:
The group that the business analyst should include early in the scoping process is stakeholders. Stakeholders are individuals or groups who have an interest or influence in the project outcome, such as customers, users, sponsors, managers, team members, etc. Stakeholders should be involved early in the scoping process because they can help to define the project vision, goals, objectives, requirements, expectations, and success criteria. Stakeholders can also help to identify any risks, issues, assumptions, or constraints that may affect the project scope. Involving stakeholders early in the scoping process can help to ensure alignment, engagement, and satisfaction with the project outcome. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business- analyst-certification-prep/project-initiation

Question: 106

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

Explanation:

Question: 107

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

Which type of documentation should the BA utilize?

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

Answer: A

Explanation:
The type of documentation that the business analyst should utilize to better understand business processes so they can accurately scope the project is current state analysis. Current state analysis is a technique that involves assessing and documenting how a business process or workflow is currently performed in an organization. Current state analysis helps to establish a baseline for measuring the current state of performance, identify pain points and opportunities for improvement, and align with the desired business outcomes. Current state analysis can be done using tools such as interviews, observations, surveys, or process maps. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/business-process-mapping

Question: 108

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

Explanation:
The user story that the business analyst should write to describe the functional requirement is: As a sales clerk, I want to see item availability and locations to help customers find items.
This user story follows the standard format of “As a <role>, I want <goal> so that <reason>”. The role is “sales clerk”, the goal is “to see item availability and locations”, and the reason is “to help customers find items”. This user story is concise, focused, and valuable to the user and the customer. It does not specify how the goal will be achieved or implemented, which will be defined later in the acceptance criteria or design phase. Reference: https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories

Question: 109

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

Explanation:

Question: 110

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

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

What should the BA do?

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

Answer: C

Explanation:
This answer states that canceling the workshop and rescheduling it to a date when all stakeholders are available is what the BA should do after receiving the calendar responses for an initial live process mapping session with all stakeholders for revamping its support process to improve the customer experience. A process mapping session is a collaborative activity where the BA and the stakeholders work together to document and analyze the current state of a business process, identify pain points and opportunities, and design the future state of the process. Canceling the workshop and rescheduling it can help the BA to ensure that all stakeholders are present and engaged in the session, and that their input and feedback are captured and considered. Reference:

https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-process-mapping-to-understand-your-business

Question: 111

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

sponsor wants to use the inherited requirements in lieu of a traditional discovery process.
What is the largest risk with this approach?

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

Answer: B

Explanation:
This answer points out that the previous VP's requirements may differ from those of the new executive as the largest risk with this approach of using the inherited requirements in lieu of a traditional discovery process for a Sales Cloud implementation. Requirements are statements that describe what a solution must do or have to meet the needs and expectations of the stakeholders or users. Requirements may change over time due to various factors, such as business goals, market trends, customer feedback, or stakeholder preferences. Using the previous VP's requirements without validating them with the new executive may result in a solution that does not align with their vision, strategy, or value proposition. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-user-stories-to-capture-requirements

Question: 112

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

Explanation:
The best practice for managing requested changes to the original requirements is to use a change request log and user stories. A change request log is a document that tracks and records any changes that are requested by stakeholders or identified by the project team during the project lifecycle. A user story is a concise statement that describes what a user wants to do and why they want to do it

in Salesforce. The BA should update the change request log with the details of the requested change, such as the description, source, priority, impact, status, and approval. The BA should also draft a new user story that captures the requested change in terms of who, what, and why, and add it to the backlog for prioritization and development. Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-change- management/manage-change-requests
https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write- user-stories

Question: 113

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: C

Explanation:
A functional requirements specification (FRS) is a document that defines what features and functions a system should provide to meet the business needs and objectives. It describes how users will interact with the system and what outcomes they expect from it. An FRS typically includes use cases, user stories, acceptance criteria, data models, business rules, workflows, diagrams, mockups, and other details that describe how the system should work. A BA should create an FRS to define the enhancement features for the current Salesforce CPQ implementation that must be configured in the next phase of the project. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional-requirements/understand-functional-requirements

Question: 114

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

Explanation:
A user story is a type of documentation that describes what functionality a system should provide from a user's perspective. It is written in simple language that anyone can understand and follows a standard format of "As a [user role], I want [functionality], so that [benefit]". A user story helps to capture the user's needs and expectations from the system and provides a basis for developing test cases and acceptance criteria. A BA should use user stories to document the functionality that a system should provide so it can be developed into a work item. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write- user-stories

Question: 115

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

Explanation:
Whiteboarding is a technique that involves using a whiteboard or a similar tool to visually represent a process, problem, or solution. Whiteboarding helps the BA collaborate with multiple stakeholders by building a shared understanding of the current state, creating a space for everyone to contribute since the activity feels shared, and guiding the conversation while maintaining engagement.

Whiteboarding also helps to identify issues, gaps, opportunities, and dependencies in the process, and to generate ideas and feedback from stakeholders. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process- mapping/plan-and-facilitate-a-process-mapping-session

Question: 116

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

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

Answer: C

Explanation:
The best practice for preventing a session from being derailed by an off-topic stakeholder is to use a “parking lot” technique. A parking lot is a list of topics or issues that are not relevant to the current session but may need further discussion or resolution later. The BA should add the stakeholder’s concerns to a parking lot for further discussion, and acknowledge that they are important but out of scope for the current session. This way, the BA can keep the session focused on the onboarding process and avoid wasting time or losing engagement from other stakeholders. Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process- mapping/plan-and-facilitate-a-process-mapping-session

Question: 117

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 userfriendly 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

Explanation:

The option that captures this requirement is “Make the template user-friendly and accessible only by members of the account team.” This option clearly states what needs to be done (make the template user-friendly and accessible) and who it is for (members of the account team). The other options are either incomplete or irrelevant. Option B does not specify what needs to be done or who it is for.

Option C does not specify what needs to be done or why it is important. Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-requirements/understand-requirements

Question: 118

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: A

Explanation:

This answer provides an example of how to construct the user story for creating a new picklist field called “Lost Reason” on the Opportunity object with the goal of improving pipeline reports, using this format: As a <persona>, I want <goal>, so that <value>. This answer defines the persona as “sales leader”, who is likely to be one of the main users or beneficiaries of this feature. It also defines the goal as “see more details on Closed/Lost Opportunities”, which is what they want to accomplish with this feature. Finally, it defines the

value as "help the sales team improve close rates", which is why they want to accomplish this goal and how they will measure success. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-user-stories-to-capture-requirements

Question: 119

At Universal Containers, a business analyst (BA)r solution architect, lead developer, quality assurance lead, and other team members need access to user stories as part of the Agile lifecycle of enhancements to a Marketing Cloud integration project.
What should the BA do to give all team members access and visibility to the most recent user stories as the project is in motion?

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

Answer: A

Explanation:
The best practice for giving all team members access and visibility to the most recent user stories as the project is in motion is to define a common repository to hold all user stories and track changes over time. A common repository is a centralized location where all user stories are stored and managed. It allows all team members to access, view, edit, comment, prioritize, assign, and update user stories as needed. It also tracks changes over time and provides version control and history of user stories. A common repository can be a tool such as Jira, Trello, Asana, or Salesforce Agile Accelerator. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/business- analysis-user-stories/manage-user-stories

Question: 120

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

Explanation:
This answer states that using who, what, and why is what each user story should include for optimizing a very manual process in its Salesforce org. Who refers to the persona, which is a fictional representation of a typical user or stakeholder who will use or benefit from a feature or a functionality. What refers to the goal, which is what the user or stakeholder wants to accomplish with the feature or functionality. Why

refers to the value, which is why the user or stakeholder wants to accomplish the goal, and how they will measure success. Using who, what, and why can help the BA to write effective user stories that capture and prioritize the requirements, and align them with the stakeholder value and expectations. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-user-stories-to-capture-requirements

Question: 121

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

Explanation:
A definition of done is a set of criteria that determines when a user story is completed and ready for deployment. It typically includes technical, functional, and quality aspects of the user story, such as code quality, unit testing, documentation, performance, security, and usability. One possible definition of done for this user story is "The Candidate Status field can be updated." This criterion checks if the functionality of updating the candidate's submission progress is working as expected and meets the user's need.
Reference:
https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/define- done

Question: 122

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: C

Explanation:
This answer states that using a DevOps tool can help to track changes in real time and provide a single source of truth as the benefits of using a DevOps tool in this situation where the requirements tracking spreadsheet is often incomplete or out-of-sync for the Slack transition project. A DevOps tool is a software application that supports the collaboration and automation of development and operations teams, such as Git, Jira, or Azure DevOps. A DevOps tool can help to track changes in real time by synchronizing the code changes, user stories,

tasks, and bugs across different environments and branches. A DevOps tool can also help to provide a single source of truth by storing and managing all the project artifacts, such as requirements, code, tests, and documentation, in one centralized location that is accessible and visible to all project team members. Reference: https://trailhead.salesforce.com/en/content/learn/modules/git-and-git-hub-basics/work-with-teams

Question: 123

Universal Containers has scheduled a meeting with stakeholders, business analysts (BAs), and technical resources to review user stories. A BA reviews the user stories in advance of the meeting and notices that some best practices have been ignored. The first user story is focused on escalating cases in Service Cloud: "The customer service agent needs the ability to escalate a case so they can assign high-risk cases to tier 2 support for faster resolution."

Acceptance Criteria:

1. Add permission set
2. Users can escalate cases
3. Create fields on the Case object
4. Reports

Which best practice was ignored?

A. The "who" of the user story is well-defined.

B. The "why" of the user story is focused on user needs.

C. The "what" of the acceptance criteria is negotiable.

Answer: C

Explanation:

A use case is a type of documentation that describes how a user interacts with a system to achieve a specific goal. It is written from the user's point of view and follows a standard format of "A [user role] wants to [goal] by [steps]". A use case helps to capture the user's needs and expectations from the system and provides a basis for developing test cases and acceptance criteria. A BA should use use cases to document how users will interact with the system and what outcomes they expect from it. Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis- functional-requirements/write-use-cases

This answer points out that the previous VP's requirements may differ from those of the new executive as the largest risk with this approach of using the inherited requirements in lieu of a traditional discovery process for a Sales Cloud implementation. Requirements are statements that describe what a solution must do or have to meet the needs and expectations of the stakeholders or users. Requirements may change over time due to various factors, such as business goals, market trends, customer feedback, or stakeholder preferences. Using the previous VP's requirements without validating them with the new executive may result in a solution that does not align with their vision, strategy, or value proposition. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-user-stories-to-capture-requirements

Question: 124

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

Explanation:
The project team needs to agree upon a definition of done to ensure that the work is ready to be deployed. A definition of done is a set of criteria that determines when a user story is completed and ready for deployment. It typically includes technical, functional, and quality aspects of the user story, such as code quality, unit testing, documentation, performance, security, and usability. A definition of done helps to ensure that the work meets the expected standards and quality, satisfies the user's needs and expectations, and aligns with the project goals and scope. Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/define- done

Question: 125

The Salesforce delivery team at Cloud Kicks consistently has user stories that developers start but are

unable to complete during each sprint. During the most recent retrospective, the development team expressed that they are running out of time to complete the stories. The team used the INVEST checklist to diagnose why these stories are incomplete at the end of the sprint.

Which checklist item is the most likely reason why the stories are incomplete at the close of the sprint?

A. Negotiable
B. Valuable
C. Small

Answer: C

Explanation:
The checklist item that is the most likely reason why the stories are incomplete at the close of the sprint is small. Small means that a user story should be simple and concise, and it should be able to be completed within a single sprint by a single developer or a small team. A user story that is too large or complex may be difficult to estimate, prioritize, test, or deliver within the sprint timeframe. A user story that is too small may be trivial, redundant, or irrelevant to the project goals. A user story that is not small enough may need to be broken down into smaller and more manageable chunks. Reference: https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user- stories

Question: 126

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

Explanation:

Question: 127

A business analyst (BA) working on a Service Cloud implementation is reviewing user stories to verify they are written effectively.
What should the BA confirm about the user stories when completing this review?

A. They contain substantial details and focus on technical elements.
B. They are dependent on related acceptance criteria and overlap with other use cases.
C. They can be easily prioritized and are small enough to estimate accurately.

Answer: C

Explanation:
The business analyst should confirm that the user stories are written effectively by checking that they can be easily prioritized and are small enough to estimate accurately. User stories are short and simple descriptions of a feature or functionality from the perspective of an end user or customer. User stories should follow the INVEST criteria, which stands for Independent, Negotiable, Valuable, Estimable, Small, and Testable. User stories that can be easily prioritized and are small enough to estimate accurately are more likely to meet the Estimable and Small criteria. Estimable means that a user story should have enough information and clarity to allow developers and testers to estimate the effort and time required to complete it. Small means that a user story should be simple and concise, and it should be able to be completed within a single sprint by a single developer or a small team. Reference: https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories

Question: 128

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

Explanation:

Question: 129

The Salesforce information technology (IT) team has built a solution in a sandbox for a crossfunctional 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

Explanation:

The business analyst's role during UAT is to coordinate stakeholder participation and notify the team

when scenarios fail so IT can solve potential problems prior to go live. The business analyst is responsible for facilitating UAT by ensuring that all stakeholders are involved and engaged in testing the solution according to their roles and responsibilities. The business analyst is also responsible for monitoring and reporting on UAT progress and results by tracking any issues or bugs that are detected during testing and communicating them to the IT team for resolution. The business analyst's role during UAT is to ensure that the solution meets the requirements and expectations of all stakeholders before it is deployed to production. Reference: https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/learn- about-user-acceptance-testing

Question: 130

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

Explanation:

The business analyst should write test scripts that reflect real life and cover the requirements to help prevent gaps from being discovered after go live. Test scripts are step-by-step instructions on how to execute a test scenario on a specific user or level of access using expected inputs and outputs. Test scripts should reflect real life situations that users may encounter when using the solution in production, such as creating cases, updating records, generating reports, etc. Test scripts should also cover all the requirements that were defined for the project or enhancement, as well as any exceptions or variations that may occur. Writing test scripts that reflect real life and cover the requirements can help ensure that the solution works as intended and meets stakeholder needs. Reference: https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing- video/create-test-scripts

Question: 131

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: A

Explanation:

Question: 132

A project is in the user acceptance testing phase of a Sales Cloud implementation at Universal Containers. The business analyst (BA) is coordinating the test case execution and supporting the testers. One of the testers fails a test case because they were unable to see a custom field identified in the directions. The BA has reviewed the details of the failed test case and compared the expected outcome to the requirements.
What should the BA do next?

A. Assign the test case to another tester.
B. Assign a bug to the development team.
C. Attempt to reproduce the issue.

Answer: C

Explanation:
The next thing that the business analyst should do after reviewing the details of the failed test case is to attempt to reproduce the issue. Reproducing an issue means following the same steps or actions that caused the issue to occur in order to verify its existence and severity. Reproducing an issue helps to confirm whether it is a real bug or a human error, as well as gather more information about its root cause, impact, frequency, etc. Reproducing an issue also helps to document it clearly and accurately for reporting and resolution purposes. Reference:
https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/report-and- resolve-issues

Question: 133

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

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

Answer: B

Explanation:
The technique that the business analyst is using to understand UC's structure is stakeholder analysis. Stakeholder analysis is a technique that involves identifying, analyzing, and engaging the individuals or groups who have an interest or influence in the project outcome, such as customers, users, sponsors, managers, team members, etc. Stakeholder analysis helps to understand the functions,

interactions, and reporting relationships of each stakeholder group, as well as their needs, expectations, priorities, and concerns. Stakeholder analysis also helps to plan how to communicate, collaborate, and manage the stakeholders throughout the project lifecycle. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/stakeholder-management

Question: 134

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

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

Answer: C

Explanation:
The business analyst should focus on scheduling an all-day collaboration workshop with both teams to resolve their differences. This will allow the teams to come to a common understanding of what a qualified lead is and how they can work together to improve the lead qualification process.
Here are some additional details from Salesforce Certified Business Analyst documents and resources that support the answer:
Mapping historical lead data from each team and building charts to highlight similarities is not likely to be effective in resolving the disconnect between the teams. This is because the teams may have different

definitions of what a qualified lead is, and the data may not be able to resolve these differences.
Evaluating the team's skills and experiences to determine how they can better align is not likely to be effective in resolving the disconnect between the teams. This is because the teams may have different definitions of what a qualified lead is, and the evaluation is not likely to change these definitions.
Scheduling an all-day collaboration workshop with both teams to resolve their differences is the most likely to be effective in resolving the disconnect between the teams. This is because the workshop will allow the teams to come to a common understanding of what a qualified lead is and how they can work together to improve the lead qualification process.
In conclusion, the business analyst should focus on scheduling an all-day collaboration workshop with both teams to resolve their differences. This will allow the teams to come to a common understanding of what a qualified lead is and how they can work together to improve the lead qualification process.

Question: 135

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

Explanation:
The type of session that the business analyst should perform to elicit user stories from UC's customers is journey mapping. Journey mapping is a technique that involves creating a visual representation of the steps or stages that a customer goes through when interacting with an organization, product, or service. Journey mapping helps to capture the customer's experience, needs, goals, pain points, emotions, and touchpoints across their entire lifecycle. Journey mapping also helps to identify any gaps or opportunities for improvement or innovation in the customer journey. Journey mapping can help elicit user stories from UC's customers by allowing them to share their perspectives and feedback in their own words, as well as showing how the solution can add value and benefits to their journey. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery

Question: 136

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: C

Explanation:

The business analyst should use the output from the Salesforce Optimizer tool to identify top project priorities. Salesforce Optimizer is a tool that analyzes a Salesforce org and provides recommendations and best practices for improving performance, security, usability, and maintenance. Salesforce Optimizer generates a report that highlights any issues or risks in the org, such as unused fields, inactive users, complex sharing rules, etc., as well as suggests actions for resolving them. The business analyst should use the output from the Salesforce Optimizer tool to identify top project priorities by reviewing the report and ranking or ordering the issues or risks based on their impact, urgency, dependency, or value. The business analyst should also communicate and align with the stakeholders on the project priorities and scope. Reference:

https://help.salesforce.com/s/articleView?id=sf.optimizer.htm&type=5

Question: 137

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

Explanation:
The type of research that the business analyst should use to elicit user stories from UC's customers is interviewing. Interviewing is a technique that involves asking open-ended questions to stakeholders or users to gather information and feedback about their needs, expectations, preferences, pain points, goals, etc. Interviewing helps to elicit user stories from UC's customers by allowing them to express their opinions and experiences in their own words, as well as clarifying any doubts or ambiguities. Interviewing also helps to build rapport and trust with the customers and show them respect and appreciation for their input. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/customer-discovery

Question: 138

Support managers at Cloud Kicks have received urgent feedback from staff that record pages are slow to respond and users and growing frustrated. The business analyst (BA) has been asked to evaluate to determine which pages are being accessed most frequently and which pages are the slowest to load.
What is the first step the BA should take to help resolve the issue?

A. Update page layouts in production.
B. Create a test plan for each web browser.
C. Confirm steps to reproduce the issue.

Answer: C

Explanation:
The first step that the business analyst should take to help resolve the issue is to confirm steps to reproduce the issue. Reproducing an issue means following the same steps or actions that caused the issue to occur in order to verify its existence and severity. Reproducing an issue helps to confirm whether it is a real bug or a human error, as well as gather more information about its root cause, impact, frequency, etc. Reproducing an issue also helps to document it clearly and accurately for reporting and resolution purposes. Reference:

https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/report-and- resolve-issues

Question: 139

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

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

Answer: C

Explanation:
This answer states that conducting elicitation with stakeholders regarding their parts of the process is what the BA should do to close the gaps or confirm the process steps after conducting a group workshop with stakeholders to understand and document in-scope business processes. Elicitation is a technique that involves asking questions, gathering information, or observing behaviors to understand the needs, expectations, and goals of the stakeholders or users. Conducting elicitation with stakeholders can help the BA to clarify any ambiguities, resolve any conflicts, verify any assumptions, and validate any information regarding their parts of the process. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-stakeholder-engagement-skills

Question: 140

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

Explanation:

Question: 141

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

Explanation:
The best practice for establishing credibility and conveying empathy with stakeholders during discovery sessions is to ensure the workshop schedule considers time zone and language differences. This shows respect and sensitivity to the stakeholders' preferences and needs, and helps to avoid potential misunderstandings or conflicts. It also helps to build rapport and trust with the stakeholders, and encourages their participation and engagement. The other options are either irrelevant or ineffective. Option A does not address the stakeholders' needs or expectations, and may come across as boastful or arrogant. Option C does not convey empathy or understanding, and may be too repetitive or boring. Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-discovery/plan-and- facilitate-discovery-sessions

Question: 142

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

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

Answer: C

Explanation:

Question: 143

Universal Container (UC) is implementing Sales Cloud. The business analyst (BA) assigned to the project wants to the project wants to become a trusted advisor to UC stakeholders.
What are some communication best practices a BA should follow to help achieve this goal?
What are some communication best practices a BA should follow to help achieve this goal?

A. Ask each project team member to complete a survey, create a project plan, and delegate roles and responsibilities to stakeholders.
B. Outline previous project experience, record and take notes for every meeting, and limit communication to weekly updates.
C. Ask questions and document the answers, make suggestions based on previous project success, and provide a meeting agenda period to each session>

Answer: C

Explanation:
Some communication best practices that a BA should follow to become a trusted advisor to UC stakeholders are:
Ask questions and document the answers: This helps to understand the stakeholders' needs, expectations, pain points, goals, and priorities. It also shows interest and curiosity in their perspectives and opinions, and helps to clarify any

assumptions or ambiguities.

Make suggestions based on previous project success: This helps to demonstrate expertise and experience in Salesforce implementations, and provide valuable insights and recommendations for UC stakeholders. It also shows confidence and credibility in delivering solutions that meet their needs.

Provide a meeting agenda prior to each session: This helps to set clear expectations and objectives for each meeting, and ensure that all relevant topics are covered. It also shows respect for the stakeholders' time and availability, and helps to keep the meeting focused and productive.

Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis- stakeholder-management/communicate-with-stakeholders

Question: 144

Universal Container (CU) 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

Explanation:

Question: 145

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 the 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

Explanation:

The best practice for understanding the sales reps process in order to increase Salesforce adoption is to host focus groups, conduct surveys, and shadow the sales reps to observe the tools they use and how they use them. These methods help to elicit feedback and insights from the sales reps, understand their pain points and needs, identify the gaps and opportunities in their current process, and demonstrate the value and benefits of using Salesforce. The other options are either insufficient or irrelevant. Option B does not capture the sales reps' perspectives or preferences, and

may not reflect their actual usage of Salesforce. Option C does not address the sales reps' process or challenges, and may not be applicable or effective for them. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-discovery/plan-and- facilitate-discovery-sessions

Question: 146

Universal Containers in rolling out Sales Cloud for the contract renewals team. The team has expressed resistance to learning another platform and changing their processes. The business analyst (BA) shows them a video case study of a contract renewals team at another company that successfully adopted Sales Cloud, which shortened it's time to close and increased its close rate by 30%.
Which influencing style is the BA using?

A. Accommodating
B. Collaborative
C. inspiring

Answer: C

Explanation:
The influencing style that the BA is using is inspiring. Inspiring is a style that appeals to the emotions and values of the stakeholders, and motivates them to achieve a shared vision or goal. The BA is using an inspiring style by showing them a video case study of a contract renewals team at another company that successfully adopted Sales Cloud, which shortened its time to close and increased its close rate by 30%. This helps to create a positive and aspirational image of what Sales Cloud can do for them, and encourages them to overcome their resistance and embrace the change.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-stakeholder-management/influence-stakeholders

Question: 147

The business analyst (BA) working with the contract renewal team at Cloud kicks has mapped out is current renewal process, the BA has noted where representatives are inputting contract information from PDF document which is introducing errors an inaccurate date into Salesforce.

Which type of inefficiency is happening during this step in the process?

A. Avoidance
B. Manual effort
C. Duplication

Answer: B

Explanation:
The type of inefficiency that is happening during this step in the process is manual effort. Manual effort is a type of inefficiency that occurs when a task or activity requires human intervention or input that could be automated or eliminated. Manual effort can lead to errors, delays, inconsistencies, or redundancies in the process. In this case, the representatives are inputting contract information from PDF documents into Salesforce manually, which introduces

errors and inaccurate data into Salesforce. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process- mapping/identify-inefficiencies-in-a-process

Question: 148

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 IdeaExchage 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

Explanation:
The best option for the BA to suggest is to ask the support manager to wait until the idea is released. This option avoids spending time and resources on building a custom solution that may not be compatible or necessary once the idea is released. It also ensures that the support team can benefit from the latest features and functionality that Salesforce provides, and avoid potential issues or conflicts with future updates or releases. The other options are either impractical or risky. Option B may not be possible or feasible, as the idea may not be ready or stable for early release. Option C may result in wasted effort or duplication, as the custom solution may become obsolete or incompatible once the idea is released. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional- requirements/evaluate-solution-options

Question: 149

The finance team is rolling out a new sales process in Sales Cloud for opportunities that are Closed/Won. After meeting with the team, a business analyst (BA) realizes that several requirements for the new process will need further refinement.
What should the BA use to keep track of changes to the process documents?

A. Communication template
B. Business backlog
C. Version control

Answer: C

Explanation:

Question: 150

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

Explanation:
The best tool for identifying the key recruitment steps and stakeholders in a visual format is to map the business process. Business process mapping is a technique that helps to create a visual representation of a business process. It shows the steps, inputs, outputs, roles, and decisions involved in the process. Business process mapping helps to understand the current state of the process, identify areas for improvement, and design the future state of the process. A BA should use business process mapping to identify the key recruitment steps and stakeholders for the Salesforce application. Reference: https://trailhead.salesforce.com/en/content/learn/modules/business- analysis-process-mapping/understand-process-mapping

Question: 151

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

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

Answer: A

Explanation:
The step that the BA should include in the business flowchart is to capture decision steps and different outcomes. Decision steps are points in the process where a choice or condition needs to be evaluated, and different outcomes are possible depending on the result of the evaluation. Capturing decision steps and different outcomes helps to show the logic and flow of the process, and account for different scenarios or exceptions that may occur. The other options are either irrelevant or incomplete. Option B does not relate to the business flowchart, but rather to the data model or integration design. Option C does not specify what limits to set or how to document them.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process- mapping/create-a-process-map

Question: 152

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

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

A. Persona analysis

B. Enterprise analysis

C. Stakeholder analysis

Answer: C

Explanation:

The type of analysis that the BA should recommend to ensure the implementation team avoids this challenge on the current project is stakeholder analysis. Stakeholder analysis is a technique that helps to identify and understand the people who are affected by or involved in a project, and their needs, expectations, interests, influence, and attitudes towards the project. Stakeholder analysis helps to avoid missing or overlooking important stakeholders, and to plan appropriate communication and engagement strategies for each stakeholder group. The other options are either irrelevant or insufficient. Option A does not address the challenge of identifying and understanding stakeholders, but rather their behaviors and preferences. Option B does not address the challenge of identifying and understanding stakeholders, but rather their organizational context and environment. Reference:

https://trailhead.salesforce.com/en/content/learn/modules/business-analysis- stakeholder-management/identify-stakeholders

Question: 153

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

Explanation:

The best practice for identifying which stage in the sales process the industry standard due-diligence should be embedded is to develop a process map as a base, work with stakeholders to understand the trigger point, and locate the stage. This practice helps to:

Develop a process map as a base: This provides a visual representation of the sales process, showing the steps, inputs, outputs, roles, and decisions involved in each stage.

Work with stakeholders to understand the trigger point: This helps to elicit feedback and insights from the stakeholders who are familiar with or affected by the sales process, and identify when or why the industry standard due-diligence is needed or required.

Locate the stage: This helps to determine where in the sales process the industry standard due- diligence should be embedded, based on the trigger point and the business logic. Reference:

https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process- mapping/create-a-process-map

Question: 154

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

Explanation:

Question: 155

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

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

A. Create a UPN (Universal Process Notation) diagram.

B. Build a capability model.

C. Schedule a storyboarding session.

Answer: C

Explanation:

This answer states that scheduling a storyboarding session is what the BA should do to help stakeholders visualize how Marketing Cloud uses insights to create journeys, when timelines are too tight to present a demo, and approval from stakeholders is needed soon in order to keep the project on track. A storyboarding session is a technique that involves creating and presenting a series of sketches or images that illustrate how a user interacts with a system or a feature. A storyboarding session can help the BA to show stakeholders how Marketing Cloud uses insights to create journeys by depicting the steps, actions, and outcomes of the process in a visual and engaging way. A storyboarding session can also help the BA to elicit feedback, validate requirements, and obtain approval from stakeholders in a timely manner.

Question: 156

Universal Containers is focused on an initiative to streamline its channel management processes.

Due to the level of complexity, the business analyst (BA) will gather and document the key points in preparation to build a more detailed process map.

Which diagram should the BA use in this case?

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

Answer: A

Explanation:
A SIPOC diagram is a high-level process map that shows the key elements of a process, such as the suppliers, inputs, outputs, and customers. It can help identify the scope and boundaries of a process and the stakeholders involved. A capability model is a strategic tool that shows the high-level capabilities of an organization, but it does not show the details of a process. A value stream map is a detailed process map that shows the value-added and non-value-added activities, cycle times, wait times, and other metrics of a process, but it may be too complex for capturing key points. Reference: 1 https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business- analyst-certification-prep/collaborate-with-stakeholders

Question: 157

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?

A. US-4008 and US-4009
B. US-4007 and US-4009
C. US-4009 and US-4010

Answer: B

Explanation:
The business analyst should prioritize US-4007 and US-4009 because they are the most critical work items. US-4007 is the work item that will allow customers to submit support tickets, and US-4009 is the work item that will allow customer service representatives to view and respond to support tickets. These two work items are essential for the MVP to be functional.

US-4008 is a less critical work item because it will allow customers to track the status of their support tickets. This work item is important, but it is not essential for the MVP to be functional.

US-4010 is the least critical work item because it will allow customers to rate the quality of customer service. This work item is important, but it is not essential for the MVP to be functional.
In conclusion, the business analyst should prioritize US-4007 and US-4009 because they are the most critical work items. These two work items are essential for the MVP to be functional.

Question: 158

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

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

Answer: B

Explanation:
A functional requirements specification is a document that describes the software and behavioral requirements of an application, such as what features it should have and how it should behave under different scenarios. It can help communicate the expectations and needs of the stakeholders to the development team. A scope statement specification is a document that defines the project scope, objectives, deliverables, assumptions, constraints, and exclusions. It does not describe the software and behavioral requirements of an application. A system requirements specification is a document that describes the technical requirements of an application, such as hardware, software, security, performance, and reliability. It does not describe the software and behavioral requirements of an application.
Reference: 1 https://trailhead.salesforce.com/en/content/learn/modules/salesforce- business-analyst-certification-prep/requirements

Question: 159

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

Explanation:
A user story is a short description of a feature or functionality from the perspective of an end user. It follows the format "As a <who>, I want <what>, so that <why>". The who is the user role or persona who will benefit from the feature or functionality. The what is the feature or functionality that the user wants or needs. The why is the benefit or value that the user will get from the feature or functionality. The when and where are not part of a user story format because they are usually captured in other documents or artifacts, such as acceptance criteria or wireframes.
Reference: 1 https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business- analyst-certification-

prep/user-stories

Question: 160

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

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

Answer: B

Explanation:
The likely cause of the issue was that the project team failed to discuss the user stories as a group before writing them. This could lead to misunderstandings, misalignment, or missing information among the stakeholders and the business analyst. The best practice for writing user stories is to collaborate with all relevant stakeholders and use techniques such as brainstorming, story mapping, or story splitting to elicit and prioritize user needs. The user stories should also be validated and reviewed by all stakeholders before finalizing them. The user stories focusing on well-defined personas is not a likely cause of the issue because personas are useful tools to represent different types of users and their goals, needs, and pain points. The acceptance criteria of the user stories being too specific is not a likely cause of the issue because acceptance criteria are statements that define how to verify that a user story is completed and meets the user's expectations.
Reference: 1 https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business- analyst-certification-prep/user-stories

Question: 161

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

Explanation:
This answer states that using a somewhat detailed process map that is easy to remember and self- explanatory is what the process map should look like for documenting the process of importing leads from a spreadsheet into Salesforce for new interns at Universal Containers. A somewhat detailed process map means that the BA includes enough information to describe the main steps, inputs, outputs, and decisions of the process, but not too much information that might overwhelm or confuse the new interns. A somewhat detailed process map can help the BA to make the process easy to remember and self-explanatory by using simple language, clear symbols, and logical flow. A somewhat detailed process

map can also help the BA to provide an effective training tool for the new interns.

Question: 162

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

A. Where

B. Why
C. Assumption

Answer: B

Explanation:
The component “provide high-touch customer experiences” is the why part of the user story because it describes the benefit or value that the customer care representative will get from taking ownership of new cases and communicating with customers. The who part of the user story is “the customer care representative” because it describes the user role or persona who will benefit from the feature or functionality. The what part of the user story is “to take ownership of new cases and communicate with customers” because it describes the feature or functionality that the customer care representative wants or needs. The where part of the user story is not included in this example because it is usually captured in other documents or artifacts, such as acceptance criteria or wireframes. The assumption part of the user story is not included in this example because it is usually captured in other documents or artifacts, such as risk register or issue log.
Reference: 1 https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business- analyst-certification-prep/user-stories

Question: 163

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

Explanation:
The mistake made in capturing these acceptance criteria was that they include solution information instead of focusing

on what needs to be achieved by implementing this feature or functionality. For example, specifying that “a service manager can click a Reassign button” implies a particular design choice rather than describing what outcome should be achieved by reassigning cases (such as transferring ownership or notifying new owners). Acceptance criteria should be aligned with the user’s goal rather than prescribing how to achieve it so that they do not limit creativity or innovation in finding solutions. Acceptance criteria should also be small and testable so that they can be easily verified by using techniques such as scenarios or test cases.

Reference: 1 https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business- analyst-certification-prep/user-stories

Question: 164

The business analyst at Universal Containers is writing users stories to support the Salesforce implementation for the sales operations division.
There is a request for visibility into sales rep’ pipeline so that can see their revenue.
Which missing component is necessary to finish this user story?

A. Who
B. Why
C. When

Answer: B

Explanation:
The missing component necessary to finish this user story is why because it describes the benefit or value that sales reps will get from having visibility into their pipeline revenue (such as forecasting sales performance or identifying opportunities). The who part of this user story is “sales reps” because it describes the user role or persona who will benefit from this feature or functionality. The what part of this user story is “visibility into sales rep’ pipeline” because it describes the feature or functionality that sales reps want or need.

Question: 165

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

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

Answer: C

Explanation:
User stories are short descriptions of a feature or functionality from the perspective of an end user. They follow the format “As a <who>, I want <what>, so that <why>”. The who is the user role or persona who will benefit from the feature or functionality. The what is the feature or functionality that the user wants or needs. The why is the benefit or value that the user will get from the feature or functionality. User stories help

translate requirements in a way that shows a product's value to the end user and helps prioritize and validate them. User stories do not provide specific details about a product early in the development lifecycle because they are usually high-level and flexible. User stories do not decrease the need for collaboration within a product team throughout the project because they require constant communication and feedback among stakeholders, developers, and testers. Reference: 1 https://parquet.dev/a-guide-to-salesforce-user-acceptance-testing/

Question: 166

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

Explanation:

Question: 167

The Cloud Kicks admin is getting ready to release a record-triggered flow that auto-generates Renewal Opportunity Order Line Items once an Opportunity is Closed/Won for a sales team user story.
During user acceptance testing, what should the business analyst do to ensure the solution fulfills the needs of the sales team?

A. Draft a list of test cases and scripts and choose "Run flow as another user'' to debug the flow as a sales team user to identify and fix bugs.
B. Choose subject matter experts as testers and prepare a sandbox with quality test data, test cases, and scripts that match real-world scenarios.
C. Collaborate with the admin and a power user to test the flow for scalability, robustness, and maintainability in a sandbox.

Answer: B

Explanation:
User acceptance testing is end-user testing performed in a sandbox or test environment to verify that a project or enhancement works as intended, and what was originally requested is actually being delivered. To ensure that the solution fulfills the needs of the sales team, the business analyst should choose subject matter experts as testers and prepare a sandbox with quality test data, test cases, and scripts that match real-world scenarios. Subject matter experts are users who have extensive knowledge and experience with the business domain and processes. They can provide valuable feedback and insights on whether the solution meets their expectations and requirements. A sandbox is a copy of a production environment where users can test changes without affecting live data or users. Quality test data is data that is realistic, relevant, and representative of what users will encounter in production. Test cases are descriptions of specific scenarios or situations that users will perform with the solution. Test scripts are step-by-step instructions on how to execute each test case. Reference: 1 https://trailhead.salesforce.com/en/content/learn/modules/user-

acceptance-testing- video/learn-about-user-acceptance-testing

Question: 168

During a Service Cloud implementation at Cloud Kicks, the business analyst (BA) reviewed the user acceptance testing and identified results that conflict with the functionality that was requested, While the testing was error-free, business stakeholders indicted that values in reports and the layout of screens were unexpected.
What should the BA do next?

A. Run testing again, ensuring the scripts reflect expectations and business processes match functionality,
B. Decompose and model the business processes, and identify testing procedures to calculate new values.
C. Present recommendations from testing to determine if improvements should be made to the underlying implementation.

Answer: C

Explanation:
After reviewing the user acceptance testing results, the business analyst should present recommendations from testing to determine if improvements should be made to the underlying implementation. Recommendations are suggestions or proposals on how to enhance or modify the solution based on the feedback and findings from testing. They should be prioritized according to their impact, urgency, and feasibility. The business analyst should collaborate with stakeholders, developers, and testers to review and evaluate the recommendations and decide which ones should be implemented before deploying the solution to production. Running testing again, ensuring the scripts reflect expectations and business processes match functionality, is not a good option because it does not address the root cause of why the functionality was different from what was requested. Decomposing and modeling the business processes, and identifying testing procedures to calculate new values, is not a good option because it does not involve the stakeholders or developers in finding solutions. Reference: 1 https://trailhead.salesforce.com/en/content/learn/modules/user-acceptance-testing-video/learn-about-user-acceptance-testing

Question: 169

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

Explanation:

Question: 170

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

Explanation:
A full copy sandbox is a copy of a production environment that includes all data and metadata. It is suitable for user testing because it provides a realistic and isolated environment where users can test changes without affecting live data or users. Power users are users who have extensive knowledge and experience with the business domain and processes. They can provide valuable feedback and insights on whether the solution meets their expectations and requirements. A scratch org is a temporary and lightweight environment that is suitable for development and testing of code-based changes, but not for user testing of declarative changes. A partial sandbox is a copy of a production environment that includes some data and all metadata. It is suitable for quality assurance testing, but not for user testing because it may not have enough data to cover all scenarios.
Reference: 1 https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and- development-models/understand-what-application-lifecycle-management-is

Question: 171

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

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

Answer: A

Explanation:
This answer states that business users, project manager, and key stakeholders are the people who should participate in UAT for an Experience Cloud implementation. UAT is a phase of testing where the BA verifies that the solution meets the requirements and expectations of the end users or customers. Business users are the people who will use or benefit from the solution on a regular basis, and who can provide feedback on its functionality, usability, and value. Project manager is the person who oversees and coordinates the project activities, resources, and deliverables, and who can ensure that UAT is conducted according to the project plan and scope. Key stakeholders are the people who have a significant interest or influence in the project outcome, and who can approve or reject the solution based on UAT results

Question: 172

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: C

Explanation:
This answer states that using Salesforce terminology and language is what the BA should recommend to the project team to increase understanding when documenting requirements, process and potential solutions for reviewing the existing Salesforce manufacturing solution that has low adoption and a variety of customization including custom objects, custom fields, renamed standard fields. Salesforce terminology and language are the words and phrases that are commonly used in the Salesforce ecosystem, such as objects, fields, records, apps, tabs, profiles, roles, etc. Using Salesforce terminology and language can help the BA to communicate and document the requirements, process and potential solutions in a consistent and accurate way, and avoid confusion or misunderstanding among the project team members who are familiar with Salesforce. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-user-stories-to-capture-requirements

Question: 173

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

Explanation:
Universal Process Notation (UPN) is a method to show current state business flows in Salesforce. UPN is a process modeling technique that shows the flow of activities and decisions using simple symbols and plain language. It can help document existing processes in a clear and concise way that can be easily understood by anyone involved in the project. Entity Relationship Diagramming (ERD) is not a method to show current state business flows in Salesforce. ERD is a data modeling technique that shows the relationships among entities using symbols and attributes. It can help design database schemas or data structures for an application. Storyboarding is not a method to show current state business flows in Salesforce. Storyboarding is a technique to help stakeholders visualize

how a solution will work by creating sketches or mockups of the user interface and interactions. It can help elicit feedback and validate requirements for a proposed solution.
Reference: 1 https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

Question: 174

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

Explanation:
This answer suggests researching third-party apps on the AppExchange as the next thing that the BA should do after a sales manager expresses frustration that the sales team is failing to enter calls in Salesforce, and hopes to resolve the issue quickly and has limited time and budget to complete revamp existing tools and process. The AppExchange is an online marketplace where customers can find, try, buy, and install apps that extend the functionality of Salesforce. Researching third-party apps on the AppExchange can help the BA to find a possible solution that can address the issue of entering calls in Salesforce without requiring a lot of time, budget, or customization. Researching third-party apps on the AppExchange can also help the BA to compare different features, prices, ratings, and reviews of various apps that can meet the sales manager's needs and expectations. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- quick-look/use-stakeholder-engagement-skills

Question: 175

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

Explanation:

The business analyst should focus on scheduling an all-day collaboration workshop with both teams to resolve their differences around contact management for a new Salesforce implementation. A collaboration workshop is a technique to bring together different stakeholders to share information, discuss issues, generate ideas, make decisions, or reach consensus on a topic or problem. Scheduling an all-day collaboration workshop with both teams can help identify their needs, expectations, pain points, goals, and priorities around contact management and find common ground or alignment among them. Mapping historical lead data from each team and building charts to highlight similarities is not a good option because it would not address the disconnect between the sales and marketing teams' definition of a qualified lead, which is related to contact management, not lead management. Evaluating team' skill and experience to determine how they can better align is not a good option because it would not address the disconnect between the sales and marketing teams' definition of a qualified lead, which is related to contact management, not skill or experience. Reference: 1 https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business- analyst-certification-prep/collaborate-with-stakeholders

Question: 176

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

Explanation:
The business analyst should log a defect for the page layout change and discuss it with the DevOps team to address the issue of one of the minor changes to the Account page layout for the project being missing. A defect is an error or flaw in an application that causes it to deviate from its expected behavior or result. Logging a defect for the page layout change can help document the issue, its impact, and its priority, and assign it to someone responsible for fixing it. Discussing it with the DevOps team can help understand why the change was missing, how it can be resolved, and when it can be deployed. Making the page layout change directly in UAT so the client can begin testing is not a good option because it would bypass the development process, create inconsistency among environments, and introduce potential risks or errors. Asking the project manager to reschedule UAT until after the defect is resolved is not a good option because it would delay the testing schedule, impact the project timeline, and reduce customer satisfaction.
Reference: 1 https://trailhead.salesforce.com/en/content/learn/modules/user-acceptance-testing- video/learn-about-user-acceptance-testing

Question: 177

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: A

Explanation:
Kanban is an agile methodology that focuses on visualizing work, limiting work in progress, managing flow, making policies explicit, implementing feedback loops, improving collaboratively, evolving experimentally (Kaizen). Kanban is suitable for scenarios where work is generally project-based and can be broken into smaller pieces that can be completed quickly and independently by different team members without dependencies or bottlenecks. Kanban uses boards with columns representing different stages of work (such as backlog, doing, done) and cards representing individual work items (such as tasks, features, bugs). Kanban helps teams monitor their progress, identify issues, prioritize work, optimize resources, improve quality, reduce waste, increase efficiency, deliver value faster, adapt to changing needs, etc.

Question: 178

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

Explanation:

The business analyst should review the version control history to understand which user stories were modified by the project lead. Version control is a system that records changes to a file or set of files over time so that you can recall specific versions later. Version control can help track who made what changes, when, and why. It can also help compare different versions, merge changes, resolve conflicts, and restore previous versions. The business analyst should use a version control system to store and manage their user stories in a repository and review the version control history to see the edits made by the project lead. Reviewing the approval history is not a good option because it would only show who approved or rejected the user stories, not who modified them or how. Reviewing the change sets history is not a good option because it would only show what metadata components were deployed or retrieved between orgs, not what user stories were modified or how. Reference: https://trailhead.salesforce.com/en/content/learn/modules/org-development-model/get-to-know- org-development

Question: 179

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

Explanation:

Question: 180

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

Explanation:
The business analyst should use the metadata coverage report to determine which changes must be made manually in each environment. The metadata coverage report is a tool that shows which metadata types and components are supported in different development models and tools, such as change sets, Metadata API, Salesforce CLI, etc. The business analyst should use the metadata coverage report to identify which changes can be deployed automatically using declarative change sets and which changes must be made manually using other tools or methods. The object schema builder is not a resource to determine which changes must be made manually in each environment. The object schema builder is a tool that lets you create and modify custom objects and fields using a graphical interface. It does not show which metadata types and components are supported in different development models and tools. The setup audit trail is not a resource to determine which changes must be made manually in each environment. The setup audit trail is a tool that tracks the recent setup changes that you and other admins have made to your org. It does not show which metadata types and components are supported in different development models and tools.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-

development-models/understand-what-application-lifecycle-management-is

Question: 181

An executive stakeholder 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

Explanation:
This answer states that creating a capability map detailing the functionality of Salesforce and AppExchange Quote-to-Cash products is the type of document that the BA should present to the stakeholders who want to explore automating NTO's Quote-to-Cash process. A capability map is a diagram that shows what an organization does at a high level of abstraction, without going into details of how it does it. A capability map can help the BA to present to the stakeholders how Salesforce and AppExchange Quote-to-Cash products can support their business activities or functions related to generating quotes, contracts, orders, invoices, and payments. A capability map can also help the BA to align the potential solutions with the business goals and strategies of NTO. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- quick-look/use-process-mapping-to-understand-your-business

Question: 182

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

Explanation:
The business analyst should use a stakeholder analysis to gather additional perspective, feedback, and detail on the requirements from the NTO team. A stakeholder analysis is a technique to identify and understand the needs, expectations, interests, influence, and power of the stakeholders involved

in a project. A stakeholder analysis can help the business analyst communicate effectively with the stakeholders, manage their expectations, address their concerns, involve them in decision making, and obtain their feedback and approval. A business analysis plan is not a document to gather additional perspective, feedback, and detail on the requirements from the NTO team. A business analysis plan is a document that describes how the business analysis activities will be conducted, such as what techniques, tools, deliverables, roles, and responsibilities will be used. A business analysis plan can help the business analyst plan and manage their work, but it does not help them gather information from the stakeholders. A current state analysis is not a document to gather additional perspective, feedback, and detail on the requirements from the NTO team. A current state analysis is a technique to understand and document how the current situation or process works, what are its strengths and weaknesses, what are the problems or opportunities for improvement, and what are the root causes of the issues. A current state analysis can help the business analyst identify gaps and needs, but it does not help them gather information from the stakeholders.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analyst_skills- strategies/explore-techniques–information-discovery

Question: 183

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

Explanation:
The persona that should be listed in this user story is sales rep. A persona is a fictional representation of a user role or group who will benefit from a feature or functionality. It helps describe who the user is, what they want or need, and why they want or need it. The persona should be specific enough to capture the characteristics and goals of the user group, but not too specific that it excludes other potential users. The persona that should be listed in this user story is

sales rep because they are the ones who want to capture the names of the contact's spouse and children to help build the relationship. Contact is not a persona that should be listed in this user story because they are not the ones who will use or benefit from this feature or functionality. They are the object of the feature or functionality, not the subject. Service rep is not a persona that should be listed in this user story because they are not the ones who want or need this feature or functionality. They may have different goals or expectations than sales reps when it comes to contact management. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories

Question: 184

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

Explanation:
The step of the application lifecycle management (ALM) cycle that requires the business analyst to study current business processes, gather requirements, and analyze them is plan. ALM is a process that helps manage changes to an application from planning to deployment and beyond. ALM has six steps: plan, develop, test, build release, test release, and release. The plan step is where the business analyst studies current business processes, gathers requirements, and analyzes them to understand what needs to be changed or improved in an application. The plan step also involves defining objectives, scope, budget, timeline, deliverables, roles and responsibilities for a project. The develop step is where developers create or modify code or declarative components based on the requirements gathered in the plan step. The test step is where testers verify that the code or declarative components work as expected and meet quality standards using various testing techniques and tools. The build release step is where developers package all code or declarative components into a release that can be deployed to other environments using various deployment techniques and tools. The test release step is where end users test the release in a sandbox or test environment to verify that it works as intended, and what was originally requested is actually being delivered. The release step is where the release is deployed to production and made available to end users. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle- and-development-models/understand-what-application-lifecycle-management-is

Question: 185

A business analyst (BA) uncovered a number of issues communicated by stakeholders in a Sales Cloud discovery session.
Which issue should concern the BA most?

A. The previous implementation partner neglected to do a knowledge transfer of the final solution.
B. The support organization still needs to be trained on how to use Sales Cloud.

C. The system admins note a fair amount of technical debt without having the time or expertise to address it.

Answer: C

Explanation:

The issue that should concern the business analyst most is that the system admins note a fair amount of technical debt without having the time or expertise to address it. Technical debt is the accumulated cost or consequence of suboptimal design, development, or maintenance decisions on a software system. Technical debt can negatively affect the performance, security, usability, and maintainability of a software system, as well as increase the complexity and risk of future changes or enhancements. Technical debt can also reduce user satisfaction and adoption, as well as business value and return on investment. Therefore, the business analyst should be concerned about the technical debt in the Sales Cloud implementation and work with the system admins and other stakeholders to identify, prioritize, and resolve it. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/project-initiation

Question: 186

The technical team at Cloud Kicks is trying to deliver one of its Salesforce customizations. The business analyst (BA) has been asked to put assignments, test plans, decisions, and milestones in writing and share this document with stakeholders so there is less potential for confusion.
Which tactical document should the BA use to capture features?

A. Business analysis plan
B. User Acceptance Test plan
C. Release plan

Answer: C

Explanation:
The tactical document that the business analyst should use to capture features is a release plan. A release plan is a document that outlines the scope, schedule, resources, and deliverables of a project or enhancement that will be released to production. A release plan helps to communicate and align with stakeholders on what features will be delivered, when they will be delivered, how they will be delivered, and who will be involved in delivering them. A release plan also helps to manage expectations, risks, dependencies, and changes throughout the project lifecycle.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/project-planning

Question: 187

Universal Containers (UC) has low adoption rate of its Salesforce solution. UC has hired a new vendor to overhaul its documentation and train) ng process. needs a business analyst to facilitate this transition.

Which of set if actions are the most effective business needs from stakeholders?

A. send surveys to collect feedback; observe end 'Users; whiteboard incoming requests; and store communication in a centralized location.

B. Mock up a design; build a prototype; demonstrate functionality to end users; and collect feedback for Changes.

C. Use multiple forms of communication; build trust; show empathy; and get commitment for next

Answer: C

Explanation:

The set of actions that are the most effective for collaborating with key stakeholders are to use multiple forms of communication; build trust; show empathy; and get commitment for next steps. These actions help to establish and maintain positive and productive relationships with key stakeholders who have an interest or influence in the project outcome. Using multiple forms of communication helps to ensure clarity, consistency, and timeliness of information and feedback among stakeholders. Building trust helps to foster mutual respect, honesty, and reliability among stakeholders. Showing empathy helps to understand and acknowledge the needs, expectations, preferences, pain points, goals, etc. of stakeholders. Getting commitment for next steps helps to ensure alignment and engagement among stakeholders on the project goals, scope, roles, and responsibilities. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/stakeholder-management

Question: 188

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

Explanation:

This answer suggests focusing on the inputs and outcomes of the current process as a recommendation that the BA should make to help the stakeholders reach agreement about the process after creating a business process map of the existing process for streamlining a complex business process at Universal Containers. Inputs are the resources or information that are needed to start or perform a process. Outcomes are the results or outputs that are produced or delivered by a process. Focusing on the inputs and outcomes of the current process can help the BA to identify and

align what is required and expected from each stakeholder involved in the process, and to resolve any discrepancies or conflicts among them. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business

Question: 189

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

Explanation:
This answer states that working with subject matter experts to perform UAT in a sandbox is what the BA should do during UAT to ensure that a record-triggered flow that notifies account and opportunity owners once a quote has been accepted meets the requirements for Cloud Kicks. Subject matter experts are people who have specialized knowledge or skills in a specific domain or area, such as sales, service, marketing, or accounting. Working with subject matter experts can help the BA to test and validate that the record-triggered flow works as expected and meets their needs and expectations. A sandbox is a copy of a Salesforce org that is used for development, testing, or training purposes. Performing UAT in a sandbox can help the BA to test and validate the record- triggered flow in a safe and isolated environment, without affecting the production org or data. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- quick-look/use-stakeholder-engagement-skills

Question: 190

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: C

Explanation:
This answer states that building tooltips and discoverable content in the new console layouts is how the BA should help the EMEA sales team learn the new features after completing the user acceptance testing phase of a major update to Sales Cloud. Tooltips are small pop-up windows that

provide brief explanations or instructions for a feature or a functionality when a user hovers over or clicks on an element. Discoverable content is content that is hidden until a user interacts with a trigger, such as a button, a link, or an icon. Building tooltips and discoverable content in the new console layouts can help the BA to provide contextual and on-demand guidance and information to the EMEA sales team, and help them learn the new features at their own pace and convenience. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- quick-look/use-stakeholder-engagement-skills

Question: 191

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

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

Answer: A

Explanation:
The business analyst should conduct individual interviews to gather input from the key stakeholders. Interviews are a technique that involves asking open-ended questions to stakeholders or users to gather information and feedback about their needs, expectations, preferences, pain points, goals, etc. Interviews help to elicit requirements and user stories from the key stakeholders by allowing them to express their opinions and experiences in their own words, as well as clarifying any doubts or ambiguities. Interviews also help to avoid the influence or dominance of one stakeholder over others, as well as reduce the risk of groupthink or conformity. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/customer-discovery

Question: 192

A business analyst JBA) for Northern Trail Outfitters (NTO) is reviewing the business backlog and determines that many of the requirements would require custom code that is expensive and hard to maintain. The BA knows that the backlog should be prioritized by people who have knowledge of the features and functionary of the Salesforce Platform.
Who should own the process of prioritizing the business backlog?

A. The third-party implementation team, with support from the internal technology teams affected by the project who understand NTO's vision and strategy
B. The business teams affected, with support from the internal technology teams who understand ways to maximize Salesforce’s declarative features
C. The project manager, with support from the third-party implementation and business teams who understand both platform and business priorities.

Answer: B

Explanation:
The process of prioritizing the business backlog should be owned by the business teams affected, with support from the internal technology teams who understand ways to maximize Salesforce’s declarative features. The business backlog is a list of requirements or user stories that describe the features or functionality that the business needs or wants from a project or enhancement. The business backlog should be prioritized by the business teams affected because they are the ones who have the most knowledge and interest in the business value and impact of each requirement or user story. The business backlog should also be supported by the internal technology teams who understand ways to

maximize Salesforce's declarative features because they are the ones who have the most knowledge and expertise in the technical feasibility and complexity of each requirement or user story. Reference: [https://trailhead.salesforce.com/content/learn/modules/salesforce-business- analyst-certification-prep/requirements-management](https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/requirements-management)

Question: 193

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

Explanation:

This answer states that following these steps is the process that the BA should follow to draft and finalize the requirements for implementing a new Service Cloud feature for Cloud Kicks. Reviewing information from the discovery means that the BA revisits the information or data that was collected during the discovery phase, such as business goals, stakeholder needs, pain points, opportunities,
etc. Asking clarifying questions means that the BA seeks to understand and verify the information or data that was collected, and to resolve any ambiguities or conflicts among them. Drafting requirements means that the BA writes down the statements that describe what the solution must do or have to meet the business goals and stakeholder needs. Refining and confirming requirements means that the BA revises and validates the requirements with the stakeholders, and ensures that they are clear, concise, consistent, and complete. Prioritizing which requirements will be included in the minimum viable product means that the BA determines which requirements are essential or desirable for delivering a solution that provides value to the stakeholders, and which requirements can be deferred or excluded from the scope. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-user-stories-to-capture-requirements

Question: 194

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

Explanation:

The items that the business analyst documented are non-functional requirements. Non-functional requirements are statements that describe how a system or solution should perform, behave, or appear, rather than what it should do or provide. Non-functional requirements can include aspects such as usability, reliability, security, availability, scalability, etc. Non-functional requirements help to ensure that the system or solution meets the quality standards and expectations of the stakeholders or users. The items that the business analyst documented are non-functional requirements because they specify how Sales Cloud should perform (portal pages should load within 2 seconds) and behave (all logins must use multi-factor authentication). Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/requirements-management

Question: 195

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: C

Explanation:
The user story should include a quantifiable reason why the feature is needed. This helps to define the value or benefit that the user expects from the feature, and provides a basis for prioritizing, testing, and accepting the user story. A quantifiable reason should be specific, measurable, achievable, realistic, and time-bound. For example, “As a service agent I want Salesforce Macros to complete repetitive tasks faster so that I can reduce my average case resolution time by 10%.” The other options are either irrelevant or incorrect. Option A does not improve the user story, but rather makes it vaguer and ambiguous. Option B does not improve the user story, but rather changes the user role and perspective. Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write- user-stories

Question: 196

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

Explanation:
This answer states that gathering requirements and analyzing them is the first step in the Application Lifecycle Management (ALM) process that should be taken for adding a custom field to a page layout in a sandbox for Universal Containers. ALM is a framework that defines and manages the stages involved in developing, testing, deploying, and maintaining a software application. ALM typically consists of these steps: gather requirements and analyze them, design and build solutions, test solutions, deploy solutions, and maintain solutions. Gathering requirements and analyzing them means that the BA identifies and understands the business needs and expectations of the stakeholders or users, and defines what the solution must do or have to meet them. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development- models

Question: 197

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

Explanation:
This answer states that violating the definition of done is the principle of Agile methodology that this situation violates for completing UAT of a solution at Universal Containers. Agile methodology is an approach to software development that emphasizes delivering value to customers in short iterations or sprints, and responding to changing requirements with flexibility and collaboration. Definition of done is a criterion or a checklist that specifies when a user story or a task is considered complete and ready for deployment or delivery. Violating the definition of done means that the BA accepts a user story or a task as done without ensuring that it meets all the quality standards or acceptance criteria agreed upon by the project team. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/agile-basics/agile-basics-done

Question: 198

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: A

Explanation:

The analysis that a BA should perform is strategy analysis. Strategy analysis is a technique that helps to understand the business context and environment of an organization, its vision and goals, its strengths and weaknesses, its opportunities and threats, its capabilities and resources, and its stakeholders and competitors. Strategy analysis helps to identify the business problems or needs that need to be addressed, evaluate potential solutions or options that can address them, and align them with the business strategy and objectives. In this case, CK faces challenges with accurate reporting and metrics to use when scheduling service agent shifts. A BA should perform strategy analysis to understand CK's business context and environment, identify the root causes of the challenges, evaluate potential solutions or options that can solve them in Salesforce, and align them with CK's business strategy and objectives.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-strategy-analysis/understand-strategy-analysis

Question: 199

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

Explanation:
The option that best represents the "I" component of the INVEST checklist to make a good user story from this requirement is 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. The "I" component stands for Independent, which means that the user story should be self-contained and not depend on or overlap with other user stories. Option B is independent because it focuses on a specific need and goal of the finance user, and does not rely on or affect other user stories. The other options are either dependent or irrelevant. Option A is dependent because it specifies a particular solution (Timesheet

object) that may depend on or overlap with other user stories. Option C is irrelevant because it does not address the requirement of knowing how long it takes to assemble a container. Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user- stories/write-user-stories

Question: 200

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

Explanation:

The best practice that the BA should follow is to schedule additional discovery sessions with the sales users to understand what will be impacted by the changes. Discovery sessions are meetings or workshops where the BA elicits, clarifies, and validates the needs, expectations, pain points, goals, and priorities of the stakeholders for a project. Discovery sessions help to gather more information and feedback from the stakeholders, understand their perspectives and preferences, identify the gaps and opportunities in their current process, and demonstrate the value and benefits of the proposed solution. By scheduling additional discovery sessions with the sales users, the BA can better understand their challenges and requirements, and document a comprehensive list of the components that will be affected by the updated flow. Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-discovery/plan-and- facilitate-discovery-sessions

Question: 201

Over the past month, a business analyst (BA) has worked with various stakeholders at Cloud Kicks to document requirements for an upcoming Tableau implementation. A stakeholder suggested a revision to the requirements. The BA sent the updated requirements to the stakeholders and they signed off.
Where should the BA track this milestone?

A. Statement of work
B. Change log
C. Sprint plan

Answer: A

Explanation:

Question: 202

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

Explanation:

Another important item that the BA should look for in the UAT plan is timelines. Timelines are

schedules that specify when each testing activity or task should start and end, and who is responsible for completing them. Timelines help to ensure that testing is conducted in an efficient and timely manner, avoid delays or conflicts in testing resources or availability, and meet the project deadlines and expectations. The other options are either irrelevant or incomplete. Option A does not relate to the UAT plan, but rather to the project budget or scope. Option C does not specify what process maps are needed or how they are used in testing. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-testing/plan-user- acceptance-testing

Question: 203

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

Explanation:
The document that the BA should review and revise to provide more clarity to the team is acceptance criteria. Acceptance criteria are statements that define what conditions or requirements must be met for a user story or sprint to be accepted by the user or stakeholder. Acceptance criteria help to clarify the scope, functionality, and quality of the user story or sprint, provide a basis for testing and validating the work done, and ensure that it meets the user's needs and expectations. By reviewing and revising acceptance criteria for the user story about an Opportunity email alert, the BA can provide more clarity to the team about what type of testing is needed. Reference:
https://trailhead.salesforce.com/en/content/learn/modules

Question: 204

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

Explanation:

The user story should focus on customer experience. Customer experience is the perception and

feeling that a customer has when interacting with a product or service. Customer experience is a key factor that influences customer satisfaction, loyalty, retention, and advocacy. A user story should focus on customer experience because it helps to define the value or benefit that the customer expects from the product or service, and provides a basis for designing and developing the solution that meets or exceeds the customer's needs and expectations. The other options are either irrelevant or incomplete. Option A does not focus on customer experience, but rather on sales margins, which are an internal metric that may not reflect the customer's perception or feeling. Option C does not focus on customer experience, but rather on product functionality, which is only one aspect of customer experience and may not address the customer's emotional or psychological needs. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user- stories/write-user-stories

Question: 205

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

Explanation:
One benefit of using UPN in this scenario is that a single activity box can answer Who, What, When, Why, and How. UPN is a notation system that helps to create simple and clear process maps using activity boxes and arrows. An activity box represents a step or task in a process, and contains five elements: Who (the role or actor who performs the task), What (the name or description of the task), When (the trigger or condition that initiates the task), Why (the purpose or goal of the task), and How (the method or tool used to perform the task). By using a single activity box to answer Who, What, When, Why, and How, UPN helps to provide a concise and comprehensive view of each step or task in a process, and avoid confusion or ambiguity. The other options are either incorrect or irrelevant. Option A is incorrect because UPN recommends using no more than 10 activity boxes per process map to avoid complexity and clutter. Option C is irrelevant because UPN does not use different shapes to represent key parts of a process, but rather

uses different colors to indicate different levels of detail. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process- mapping/understand-process-mapping

Question: 206

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 customers pair points before writing requirements

Which document should the BA use?

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

Answer: A

Explanation:
This answer states that using a journey map is what the BA should use to better understand the customers pain points before writing requirements for Cloud Kicks who will launch a new customer experience portal. A journey map is a diagram that shows how a customer interacts with an organization across different touchpoints or channels over time. A journey map can help the BA to better understand the customers pain points by identifying where, when, why, and how the customer experiences frustration, dissatisfaction, or difficulty with the current service or solution. A journey map can also help the BA to empathize with the customer and to design a better customer experience that meets their needs and expectations. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-stakeholder-engagement-skills

Question: 207

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: B

Explanation:
One of the BA's strongest arguments for using configuration over code is that configuration provides faster speed to market. Speed to market is the time it takes to deliver a product or service from conception to launch. Speed to market is important for gaining competitive advantage, meeting customer demand, and maximizing revenue potential. Configuration provides faster speed to market than code because it allows for creating and modifying functionality in

Salesforce without writing code or deploying changes. Configuration can be done by using point-and-click tools such as App Builder, Process Builder, Flow Builder, Lightning Web Components Builder, etc., which are easy to use and require less technical skills than coding. Configuration also reduces the risk of errors or bugs that may occur with code and require more testing or debugging time. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional- requirements/evaluate-s

Question: 208

A business analyst (BA) at Universal Containers (UC) has been asked to improve the user experience (UX) of marketing employee who manages webinar dat
a. The chief marketing officer (CMO) thinks the UX issues are related to standard Salesforce Campaign functionality that misaligns with UC s business requirements. The BA surveyed the marketing group about their pain points and was surprised to discover that their concerns differ from the CMOs theory about issues with the UX of Campaigns in Salesforce.
Which influencing style should the BA use when presenting their findings to the CMO and other stakeholders?

A. Collaborative
B. Assertive
C. Analytical

Answer: A

Explanation:

This answer states that using a collaborative influencing style is what the BA should use when presenting their findings to the CMO and other stakeholders after surveying the marketing group about their pain points and discovering that their concerns differ from the CMO's theory about issues with the UX of Campaigns in Salesforce. A collaborative influencing style is an approach that involves working with others to find a mutually beneficial solution or outcome. A collaborative influencing style can help the BA to present their findings to the CMO and other stakeholders by acknowledging their perspectives, sharing relevant data and insights, and seeking their input and feedback. A collaborative influencing style can also help the BA to build trust and rapport with the CMO and other stakeholders, and to facilitate a constructive dialogue and consensus among them. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-stakeholder-engagement-skills

Question: 209

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 white boarding session to ensure the requirements are accurate.

Answer: B

Explanation:

This answer states that circulating the requirements to stakeholders, incorporating feedback, and obtaining sign-off is what the BA should do to ensure alignment on goals and strategies across NTO's organization for creating an engaging site for its customers using Experience Cloud. Circulating the

requirements to stakeholders means that the BA shares the written statements that describe what the solution must do or have to meet the goals and strategies of NTO's organization with the people who have a significant interest or influence in the project outcome. Incorporating feedback means that the BA revises and updates the requirements based on the comments or suggestions from the stakeholders. Obtaining sign-off means that the BA gets a formal approval or confirmation from the stakeholders that they agree with and accept the requirements. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-user-stories-to-capture-requirements

Question: 210

Cloud Kicks (CK) needs to implement an event management system within Salesforce. After researching potential solutions, a managed package meets the majority of CK s business requirements. However, the CRM director has expressed a desire to heavily customize an open source solution.

Which benefit of using a managed package versus an open source solution should the business analyst share to help the CRM director make a decision?

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

Answer: C

Explanation:
This answer states that each version of a managed package on the AppExchange undergoes a security review as a benefit of using a managed package versus an open source solution for implementing an event management system within Salesforce for Cloud Kicks. A managed package is a collection of application components that are developed, tested, and distributed by a provider as a single entity on the AppExchange. An open source solution is a software application that is developed, modified, and distributed by anyone who has access to its source code. A security review is a process that evaluates and verifies that an application meets the security standards and best practices of Salesforce. Each version of a managed package on the AppExchange undergoes a security review as a benefit of using a managed package versus an open source solution because it ensures that the application is safe, reliable, and trustworthy for Cloud Kicks. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/appexchange_basics/appexchange_basi cs_intro

Question: 211

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

Explanation:
The user story that meets the requirement is "As a CRM manager, I need to see my team's work queues so I can monitor their open tickets". A user story is a statement that describes what a user or stakeholder needs or wants from a system or solution in order to achieve a specific goal or outcome. A user story follows the format "As a [role], I want to [action], so that I can [outcome]". A user story helps to capture and communicate the business value and benefit of a requirement or feature. The user story that meets the requirement is "As a CRM manager, I need to see my team's work queues so I can monitor their open tickets" because it specifies the role (CRM manager), the action (see my team's work queues), and the outcome (monitor their open tickets). The other user stories are either too vague © or too specific (A) to meet the requirement. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/requirements-management

Question: 212

Universal Containers (UC) stores information about its containers in the standard Salesforce Product object. UC deals with data integrity issues, such as the Container Color field fails to update on all containers when the color is updated on a Container Product Line. The project owner mentioned that a previous consultant recommended that UC move to a more normalized data model to represent its containers.
What should the business analyst review to learn more about the previous consultant's recommendation?

A. Entity Relationship Diagram (ERD)
B. System requirements specification
C. Change request logs

Answer: A

Explanation:
The reference that the business analyst should consult to learn more about the previous consultant's recommendation is an Entity Relationship Diagram (ERD). An ERD is a diagram that shows the logical structure and relationships of data entities in a database or system. An ERD helps to model and document how data entities are organized, connected, and interact with each other. An ERD also helps to normalize data entities by reducing redundancy and inconsistency in data storage and retrieval. The previous consultant recommended that Universal Containers move to a more normalized data model to represent its containers, which means that they wanted to avoid storing duplicate or unnecessary data in multiple tables or fields. The business analyst should consult an ERD to learn more about how the previous consultant proposed to design and implement a more normalized data model for Universal Containers. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/business-process-mapping

Question: 213

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

Explanation:
This answer states that telling the truth in difficult situations is what the BA should do to quickly become a trusted advisor to an experienced cross-functional team that has successfully delivered high-quality Salesforce solutions to global stakeholders for Cloud Kicks. Telling the truth in difficult situations means that the BA communicates honestly and transparently with the team members, even when it involves admitting mistakes, delivering bad news, or expressing disagreement. Telling the truth in difficult situations can help the BA to quickly become a trusted advisor to an experienced cross-functional team because it demonstrates integrity, accountability, and respect for the team members, and it fosters an open and collaborative culture within the team. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-stakeholder-engagement-skills

Question: 214

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 other’s 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

Explanation:
The tool that Universal Containers should use to prevent teams from overwriting each other’s changes in the future is a version control system. A version control system is a tool that tracks and manages changes to code or configuration in a software project or enhancement. A version control system helps to prevent teams from overwriting each other’s changes by allowing them to create and work on separate branches or copies of the code or configuration, merge their changes with the main branch or copy when they are ready, and resolve any conflicts or errors that may occur during the merge. A version control system also helps to maintain a history of changes, backup and restore previous versions, and collaborate and communicate with other team members. Reference:

https://trailhead.salesforce.com/content/learn/modules/git-and-git-hub-basics/work-with-the-git- hub-workflow

Question: 215

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

Answer: A

Explanation:

This answer states that using V2MOM (Vision, Values, Methods, Obstacles, Measures) is the methodology that should help the BA obtain the required information for understanding NTO's strategies after reviewing NTO's documentation for obtaining alignment on goals and strategies across NTO's organization using NTO's documentation. V2MOM is a framework that helps an organization or a team to define and align their goals and strategies in a clear and concise way. V2MOM stands for Vision, Values, Methods, Obstacles, and Measures. Vision is a statement that describes what the organization or the team wants to achieve. Values are the principles or beliefs that guide the actions and decisions of the organization or the team. Methods are the actions or steps that the organization or the team will take to accomplish the vision. Obstacles are the challenges or issues that the organization or the team will face or anticipate along the way. Measures are the metrics or indicators that the organization or the team will use to track their progress and success. Using V2MOM can help the BA obtain the required information for understanding NTO's strategies by asking questions or seeking clarification on each of these elements from NTO's documentation or stakeholders.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/align-your-team-with-v2mom

Question: 216

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

Explanation:
The reference that the business analyst should consult to understand the integration pattern is a Solution Architecture Diagram. A Solution Architecture Diagram is a diagram that shows the high- level design and components of a system or solution. A Solution Architecture Diagram helps to understand the integration pattern by showing how different systems or applications are connected and interact with each other, as well as what data or information is exchanged between them. A Solution Architecture Diagram also helps to identify the scope, requirements, dependencies, and risks of an integration project or enhancement. Reference:

https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/solution-design

Question: 217

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

Explanation:

The important step that the business analyst should take to identify the correct decision makers is to prepare a RACI matrix. A RACI matrix is a tool that defines and assigns the roles and responsibilities of stakeholders or team members for each task or activity in a project or enhancement. RACI stands for Responsible, Accountable, Consulted, and Informed. A RACI matrix helps to identify the correct decision makers by showing who has the authority or accountability for making decisions on each task or activity, as well as who needs to be consulted or informed about those decisions. A RACI matrix also helps to avoid confusion, duplication, or conflict among stakeholders or team members. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/stakeholder-management

Question: 218

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

Explanation:

The action that the business analyst should take to quickly introduce new functionality to impress the customer is to demo standard features and elicit feedback from the customer. Demoing standard features means showing the customer how Sales Cloud can provide out-of-the-box functionality that meets their needs or expectations without requiring extensive customization or development. Eliciting feedback means asking the customer for their opinions or suggestions on how Sales Cloud can improve their sales process or performance. Demoing standard features and eliciting feedback helps to quickly introduce new functionality to impress the customer by demonstrating the value and benefits of Sales Cloud, as well as engaging and involving the customer in the solution design and delivery. Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business- analyst-certification-

prep/customer-discovery

Question: 219

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

Explanation:

This answer states that the acceptance criteria is too vague as the reason why the BA needs to make a change to improve the user story for Cloud Kicks who wants managers to be able to approve time- off requests in Salesforce. A user story is a statement that describes who, what, and why of a feature or a functionality from a user's perspective. A user story typically consists of a role, a goal, and a benefit. An acceptance criteria is a set of conditions or tests that a user story must meet or pass in order to be considered done and ready for deployment or delivery. The acceptance criteria is too vague as the reason why the BA needs to make a change to improve the user story because it does not specify how a manager can change the status of the request, how a manager can send a comment to the employee about their request, or how to measure if the solution is intuitive. The acceptance criteria should be more specific, measurable, achievable, relevant, and time-bound (SMART) to ensure that the user story is clear, concise, consistent, and complete. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-user-stories-to-capture-requirements

Question: 220

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

Explanation:

The first step that the business analyst should take during the initial discovery phase is to understand and document the data quality issues reported by the data science team. Data quality issues are problems or errors that affect the accuracy, completeness, consistency, timeliness, or validity of data in a system or database. Data quality issues can negatively affect the analysis, reporting, decision making, or performance of a system or solution. The business analyst should understand and document the data quality issues reported by the data science team by asking questions, reviewing data samples, identifying root causes, and measuring impacts. Understanding and documenting the data quality issues helps to define and prioritize the business problem or need, as well as propose and evaluate potential solutions. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/customer-discovery

Question: 221

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

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

Answer: B

Explanation:

The final step that a business analyst should perform during the user acceptance testing process that would ensure a "go" decision is to get written sign-off from all business stakeholders. Written sign- off means obtaining formal approval or confirmation from the business stakeholders that the system or solution meets their requirements or expectations and is ready to be released to production. Written sign-off helps to ensure a "go" decision by demonstrating that the system or solution has

passed all the tests or validations, as well as resolving any issues or risks that may prevent the release. Written sign-off also helps to document and communicate the completion and acceptance of the user acceptance testing process. Reference:
https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/learn- about-user-acceptance-testing

Question: 222

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: A

Explanation:

This answer states that meeting with stakeholders as a group to understand the current state is the first step that the BA should take for revamping an existing process used by the sales team at NTO. Stakeholders are the people who have a significant interest or influence in the project outcome, such as the sales team, the sales manager, the customers, etc. Meeting with stakeholders as a group means that the BA facilitates a discussion or a workshop with the stakeholders to elicit their needs, expectations, pain points, and opportunities related to the existing process. Understanding the current state means that the BA analyzes and documents how the existing process works or does not work, what are its inputs, outputs, steps, decisions, roles, etc. Meeting with stakeholders as a group to understand the current state is the first step that the BA should take for revamping an existing process because it helps the BA to establish a baseline or a reference point for identifying and validating the gaps or issues in the existing process, and for designing and proposing improvements or solutions for the future state.

Question: 223

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

Explanation:

The business analyst should include a high-level description of required functionality in the requirements for Sales Cloud implementation. A high-level description of required functionality is a brief and general statement that describes what a system or solution must do or provide to meet a business need or goal. A high-level description of required functionality helps to capture and communicate the scope and value of a requirement or feature. The business analyst should include a high-level description of required functionality in the requirements for Sales Cloud implementation by using clear and concise language, avoiding technical jargon or details, and focusing on outcomes rather than solutions. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/requirements-management

Question: 224

The VP of customer success at Northern Trail Outfitters wants to implement a new client onboarding process leveraging custom objects and a custom Console Lightning App.

Which approach should a business analyst take to begin this process?

A. Partner with Salesforce account executives to complete discovery.

B. Schedule a meeting with stakeholders and create a journey map.

C. Develop the project plan and finalize the release date.

Answer: B

Explanation:

The approach that the business analyst should take to begin this process is to schedule a meeting with stakeholders and create a journey map. A journey map is a tool that creates a visual representation of the steps or stages that a user goes through when interacting with a system or solution. A journey map helps to understand and document the user's experience, needs, goals, pain points, emotions, and touchpoints across their entire lifecycle. A journey map also helps to identify any gaps or opportunities for improvement or innovation in the user journey. The business analyst should schedule a meeting with stakeholders and create a journey map by asking questions, collecting feedback, drawing diagrams, and validating information. Scheduling a meeting with stakeholders and creating a journey map helps to begin this process by engaging and involving them in defining and designing the new client onboarding process. Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification- prep/customer-discovery

Question: 225

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

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

Answer: B

Explanation:

The information that the business analyst should gather during the initial discovery meeting is the limitations of the current support process. The initial discovery meeting is a meeting where the business analyst meets with the key stakeholders and sponsors of a project to understand their needs, expectations, goals, challenges, and pain points. The business analyst should gather information about the limitations of the current support process to identify the gaps, issues, or opportunities for improvement that the project aims to address. The business analyst should also gather information about the scope, budget, timeline, deliverables, roles and responsibilities, and success criteria for the project. The employee review cycle for the support team is not information that the business analyst should gather during the initial discovery meeting. The employee review cycle is a process that evaluates the performance and development of employees on a regular basis. It is not relevant to the project scope or objectives and does not help identify the limitations of the current support process. The contact information for key stakeholders is not information that the business analyst should gather during the initial discovery meeting. The contact information for key stakeholders is a detail that can be obtained before or after the meeting, but it does not help understand the needs or expectations of the stakeholders or the limitations of the current support process. Reference: https://trailhead.salesforce.com/en/content/learn/modules/business- analyst_skills-strategies/explore-techniques–information-discovery

Question: 226

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

Explanation:
This answer states that estimation is the activity that will be most impacted by breaking down large user stories into smaller stories for implementing Experience Cloud at Cloud Kicks. Estimation is a process of predicting or calculating how much time, effort, or resources are needed to complete a user story or a task. Breaking down large user stories into smaller stories means that the BA divides a complex or vague user story into more manageable and specific user stories that can be delivered in a shorter time frame. Estimation is the activity that will be most impacted by breaking down large user stories into smaller stories because it helps the BA to reduce uncertainty and risk, increase accuracy and reliability, and facilitate planning and prioritization of user stories or tasks. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-user-stories-to-capture-requirements

Question: 227

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

Explanation:
The business analyst should gather testing requirements from the stakeholder to address the need for user acceptance testing (UAT) for a particular story involving an update to an important trigger. UAT is end-user testing performed in a sandbox or test environment to verify that a project or enhancement works as intended and what was originally requested is actually being delivered. The business analyst should gather testing requirements from the stakeholder to understand what scenarios or cases need to be tested, what data or inputs need to be used, what outputs or results need to be expected, and what criteria or metrics need to be measured. The business analyst should also document and communicate these testing requirements to the testers and developers involved in UAT. Running all Apex tests using change set validation is not an action that the business analyst should take to address the need for UAT for a particular story involving an update to an important trigger. Running all Apex tests using change set validation is a process that checks whether deploying a change set would succeed or fail in another org without actually deploying it. Running all Apex tests using change set validation helps ensure code quality and coverage but does not verify whether a project or enhancement meets user needs or expectations. Performing testing on all objects in the trigger is not an action that the business analyst should take to address the need for UAT for a particular story involving an update to an important trigger. Performing testing on all objects in the trigger is a process that checks whether the trigger works correctly and consistently for all objects that it affects. Performing testing on all objects in the trigger helps ensure functionality and

performance but does not verify whether a project or enhancement meets user needs or expectations. Reference: https://trailhead.salesforce.com/en/content/learn/modules/user- acceptance-testing-video/learn-about-user-acceptance-testing

Question: 228

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

Explanation:
The business analyst should identify dependent components to help with prioritization of user stories to add to an sprint. Dependent components are components that rely on or affect other components in an application or system. Identifying dependent components can help determine which user stories are more critical, complex, risky, or interrelated than others and prioritize them accordingly. Identifying dependent components can also help avoid conflicts, errors, or delays caused by missing or incompatible components when developing or deploying user stories. Verifying acceptance criteria is not an action that the business analyst should take to help with prioritization of user stories to add to an sprint. Verifying acceptance criteria is a process that checks whether a user story meets its conditions or requirements for being done or acceptable. Verifying acceptance criteria can help validate and test user stories but does not help prioritize them based on their importance or urgency. Deleting the definition of done is not an action that the business analyst should take to help with prioritization of user stories to add to an sprint. Deleting the definition of done is a process that removes the criteria or standards that indicate when a user story is completed and ready for deployment. Deleting the definition of done can reduce quality and consistency of user stories but does not help prioritize them based on their importance or urgency. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- certification-prep/user-stories

Question: 229

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 first?

A. Use standard naming conventions.
B. Use acceptance criteria to define success.
C. Use a version control repository.

Answer: C

Explanation:
This answer states that using standard naming conventions is the best practice that the BA should train the employee on for sending a document named UserStories_v37_final_final_final.docx. A standard naming convention is a set

of rules or guidelines that define how to name or label a document or a file in a consistent and meaningful way. A standard naming convention typically includes elements such as project name, document type, version number, date, author, etc. Using standard naming conventions is the best practice that the BA should train the employee on for sending a document because it helps the BA to organize and manage documents or files more efficiently and effectively, and to avoid confusion or duplication among them. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-stakeholder-engagement-skills

Question: 230

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

Explanation:
The business analyst should monitor the Lightning Usage App to address the concern of sales leadership about the limited adoption of Salesforce at Cloud Kicks. The Lightning Usage App is a tool that tracks and reports on how users are engaging with Salesforce in Lightning Experience. The Lightning Usage App can help measure and improve user adoption by showing metrics such as daily and monthly active users, usage by browser and device type, usage by profile and permission set, feature adoption, performance, and feedback. The business analyst should monitor the Lightning Usage App to identify trends, patterns, issues, or opportunities related to user adoption and take actions accordingly. Running the Lightning page layout is not an action that the business analyst should take to address the concern of sales leadership about the limited adoption of Salesforce at Cloud Kicks. Running the Lightning page layout is a process that optimizes a page layout for Lightning Experience by removing unsupported components, adding supported components, and rearranging components based on best practices. Running the Lightning page layout can help improve user experience and satisfaction but does not measure or improve user adoption directly. Enabling Debug Logs is not an action that the business analyst should take to address the concern of sales leadership about the limited adoption of Salesforce at Cloud Kicks. Enabling Debug Logs is a process that captures information about database operations, system processes, and errors that occur when executing a transaction or running unit tests. Enabling Debug Logs can help troubleshoot issues and errors but does not measure or improve user adoption directly. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/lightning-experience-rollout/lightning- experience-rollout-evaluate-readiness

Question: 231

Universal Containers is integrating its enterprise resource planning (ERP) with Salesforce to gain inventory visibility for the sales team. One of the user stories for this project is: ‘’As a sales rep, I want to be able to find containers dose to my customer so I can tell them which products they can receive quickly-
Which acceptance criteria is most appropriate for this story?

A. Sales rep can see the inventory closest to a customer with a quick action.

B. As a sales rep, I see the Inventory closest to a customer.
C. Sales rep can see the inventory closest to a customer

Answer: A

Explanation:

The acceptance criteria that is most appropriate for this user story is sales rep can see the inventory

closest to a customer with a quick action. Acceptance criteria are specific conditions or requirements that must be met for a user story to be considered done or acceptable. Acceptance criteria should be clear, concise, testable, and measurable. Sales rep can see the inventory closest to a customer with a quick action is an appropriate acceptance criterion because it specifies what functionality or feature must be delivered (see the inventory closest to a customer), how it must be delivered (with a quick action), and who must be able to use it (sales rep). As a sales rep, I see the inventory closest to a customer is not an appropriate acceptance criterion because it does not specify how the functionality or feature must be delivered or accessed by the user. It is also redundant with the user story format of “as a [role], I want [what], so that [why]”. Sales rep can see the inventory closest to a customer is not an appropriate acceptance criterion because it does not specify how the functionality or feature must be delivered or accessed by the user. It is also vague and incomplete as it does not indicate what constitutes “closest” or how it is measured. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- certification-prep/user-stories

Question: 232

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

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

Answer: C

Explanation:
The documentation that is most beneficial for the business analyst to define the scope of the project is a SIPOC (Suppliers, Inputs, Process, Outputs, Customers) Map. A SIPOC Map is a high-level process map that shows the key elements of a process, such as the suppliers, inputs, outputs, and customers. A SIPOC Map can help define the scope and boundaries of a project by identifying what triggers the process, what are the inputs and outputs of the process, who are involved in or affected by the process, and what are the expectations or requirements of the process. A SIPOC Map can also help communicate and validate the scope with stakeholders and sponsors. A detailed process map is not documentation that is most beneficial for the business analyst to define the scope of the project. A detailed process map is a diagram that shows the steps, activities, and decisions involved in a process. A detailed process map can help document existing processes in a clear and concise way that can be easily understood by anyone involved in the project, but it does not help define the scope or boundaries of the project. A value stream map is not documentation that is most beneficial for the business analyst to define the scope of the project. A value stream map is a diagram that shows the flow of materials and information, the value-added and non-value-added activities, and the cycle times and wait

times involved in a process. A value stream map can help identify waste, inefficiencies, and opportunities for improvement within a process, but it does not help define the scope or boundaries of the project. Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analyst_skills- strategies/explore-techniques–information-discovery

Question: 233

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: B

Explanation:
This answer states that engaging in a live process modeling exercise with the service team is what the BA should do to best understand and document the current state and recommend a future state for addressing a recent group of complaints from UC's service team about automated case assignments in Service Cloud. A live process modeling exercise is an activity where the BA works with the service team members to create and validate a visual representation of how they perform their tasks or activities related to case assignments in Service Cloud. A live process modeling exercise can help the BA to best understand and document the current state by capturing and verifying the inputs, outputs, steps, decisions, roles, etc. of case assignments in Service Cloud from different perspectives and sources of information. A live process modeling exercise can also help the BA to recommend a future state by identifying and prioritizing the gaps or issues in case assignments in Service Cloud, and by proposing and evaluating possible improvements or solutions for them. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-process-mapping-to-understand-your-business

Question: 234

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

Explanation:
The type of diagram that business analyst should use to identify waste within and between processes when assessing

existing processes for Northern Trail Outfitters' Service Cloud implementation is value stream map. A value stream map is diagram that shows flow of materials information value- added non-value-added activities cycle times wait times involved in process value stream map can

help identify waste inefficiencies opportunities improvement within between processes by highlighting where time resources being wasted where value being added where bottlenecks occurring etc.
A Suppliers Inputs Process Outputs Customers (SIPOC) Map is not type diagram that business analyst should use identify waste within between processes when assessing existing processes for Northern Trail Outfitters' Service Cloud implementation SIPOC Map high-level process map shows key elements process such suppliers inputs outputs customers SIPOC Map can help define scope boundaries project identifying what triggers process what are inputs outputs process who are involved affected by process what are expectations requirements process SIPOC Map does not help identify waste within between processes detail.
A detailed process map is not type diagram that business analyst should use identify waste within between processes when assessing existing processes for Northern Trail Outfitters' Service Cloud implementation detailed process map diagram shows steps activities decisions involved in process detailed process map can help document existing processes clear concise way can easily understand anyone involved project but does not help identify waste within between processes detail. Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analyst_skills-strategies/explore-techniques–information-discovery

Question: 235

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

Explanation:

This answer states that defining the acceptance criteria is what the BA should do next after conducting discovery sessions for implementing Experience Cloud at UC and writing user stories. Acceptance criteria are a set of conditions or tests that a user story must meet or pass in order to be considered done and ready for deployment or delivery. Defining the acceptance criteria means that the BA specifies what the solution must do or have to satisfy the user story, and how to verify or measure its success. Defining the acceptance criteria is what the BA should do next after writing user stories because it helps the BA to clarify and communicate the requirements and expectations of the user story, and to ensure that the solution meets them. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-user-stories-to-capture-requirements

Question: 236

The executive director of Universal Containers (UC) plans to purchase additional Salesforce licenses. The director recently hired a business analyst (BA) to lead a series of journey mapping sessions. The

director wants the Journey mapping sessions to be tailored to the features and capabilities that are currently available in UC's Salesforce environment.

Which information does the BA need to determine the features and functionality UC can implement while avoiding additional costs?

A. Organization edition and license type
B. Storage capacity and license type
C. Number of active users and license type

Answer: A

Explanation:

This answer states that organization edition and license type are the information that the BA needs to determine the features and functionality that UC can implement without additional costs for purchasing additional Salesforce licenses. Organization edition is a version of Salesforce that provides a set of features and functionality based on the needs and size of an organization, such as Essentials, Professional, Enterprise, Unlimited, etc. License type is a category of user access that determines what features and functionality a user can access within an organization, such as Salesforce Platform, Salesforce, Customer Community Plus, etc. Organization edition and license type are the information that the BA needs to determine the features and functionality that UC can implement without additional costs because they define the limits and capabilities of UC's Salesforce environment, and they affect the pricing and availability of additional licenses. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-stakeholder-engagement-skills

Question: 237

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

What should the business analyst review and revise to provide more clarity to the QA team?

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

Answer: B

Explanation:

This answer states that the acceptance criteria of the user story is what the BA should review and revise to provide more clarity to the QA team who is having difficulty with a specific story where a modification to an existing flow is needed for a custom object at Cloud Kicks. Acceptance criteria are a set of conditions or tests that a user story must meet or pass in order to be considered done and ready for deployment or delivery. Reviewing and revising the acceptance criteria of the user story means that the BA checks and updates the acceptance criteria to make sure that they are clear,

concise, consistent, and complete. Reviewing and revising the acceptance criteria of the user story is what the BA should do to provide more clarity to the QA team because it helps the QA team to understand what needs to be tested as a result of the updated flow, and how to verify or measure its success. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business- analyst-quick-look/use-user-stories-to-capture-requirements

Question: 238

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

Explanation:

Question: 239

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: C

Explanation:

The level influence that business analyst should place HR Director stakeholder wheel project stakeholder wheel tool identifies understands needs expectations interests influence power stakeholders involved project stakeholder wheel has four levels influence sponsor project enterprise environment sponsor highest level influence project second highest level influence enterprise third highest level influence environment lowest level influence HR Director should placed project level influence stakeholder wheel HR Director makes decisions determines priorities requirements project HR Director also directly affected outcome project.
The sponsor is not level influence that business analyst should place HR Director stakeholder wheel sponsor highest level influence stakeholder wheel sponsor provides funding resources support project sponsor also defines vision objectives success criteria project HR Director not sponsor project

unless also provides funding resources support project.
The enterprise is not level influence that business analyst should place HR Director stakeholder wheel enterprise third highest level influence stakeholder wheel enterprise includes internal individuals teams groups affected outcome project but not actively contribute project enterprise also includes policies procedures standards guidelines govern project HR Director not enterprise unless also affected outcome project but not actively contribute project.

Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analyst_skills- strategies/explore-techniques–information-discovery

Question: 240

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

Explanation:

One of the benefits of ALM that the BA should share with the stakeholder is that ALM provides processes and policies which help build apps more efficiently. ALM is a framework that defines and manages the stages and activities involved in developing, testing, deploying, and maintaining software applications. ALM helps to:
Build apps more efficiently: ALM helps to streamline and standardize the development process, reduce errors and rework, improve collaboration and communication among team members and stakeholders, and ensure quality and consistency of the applications.
Align with business goals and needs: ALM helps to ensure that the applications meet the requirements and expectations of the users and stakeholders, deliver value and benefits to the business, and support the business strategy and objectives.
Adapt to changes and challenges: ALM helps to enable continuous feedback and improvement, incorporate new features and functionalities, address issues and risks, and leverage new technologies and innovations. The other options are either incorrect or irrelevant. Option B is incorrect because ALM does not offer preview access to the three Salesforce releases per year, but rather requires maintenance exams or modules to keep up with the releases. Option C is incorrect because ALM does not allow features to remain static and reduce incremental changes, but rather encourages iterative and agile development that embraces changes and enhancements. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models/understand-the-application-lifecycle

Question: 241

The business analyst (BA) at Cloud Kicks (CK) is writing user stones for an upcoming Commerce Cloud

website release. One of the requirements from the technical team is to perform stress testing for an upcoming promotion. The BA is translating the requirement into a user story.
Which user story most accurately represents the goal?

A. As a visitor to the CK website, I want to make sure that I can shop without disruption during a large promotion so I have a frictionless shopping experience.
B. As a site administrator of the CK website, I want to make sure that the web server can process requests at 150%

of the average traffic rate during the latest promotion.

C. As a user, I want to make sure that shoppers on the CK website can complete their purchases without disruption during the newest promotion.

Answer: B

Explanation:

The user story that most accurately represents the goal is B. As a site administrator of the CK website, I want to make sure that the web server can process requests at 150% of the average traffic rate during the latest promotion. This user story clearly defines who (site administrator), what (make sure that the web server can process requests), why (during the latest promotion), and how (at 150% of the average traffic rate). This user story also aligns with the goal of performing stress testing for an upcoming promotion, which is a type of testing that evaluates how a system performs under extreme load or demand. The other options are either inaccurate or incomplete. Option A is inaccurate because it does not represent the goal of stress testing, but rather the goal of usability testing, which is a type of testing that evaluates how easy and intuitive a system is to use. Option C is incomplete because it does not specify how (at what rate or level) to make sure that shoppers can complete their purchases without disruption. Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write- user-stories

Question: 242

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

Explanation:

This answer states that migrating from case assignment rules to Omni-Channel is what the BA should recommend to help UC resolve a common obstacle for addressing a recent group of complaints from UC's service team about automated case assignments in Service Cloud. Case assignment rules are a feature that allows an organization to automatically assign cases to predefined queues or users

based on certain criteria, such as case origin, case type, case priority, etc. Omni-Channel is a feature that allows an organization to automatically route work items (such as cases, leads, chats, etc.) to available agents based on their capacity, skills, availability, etc. Migrating from case assignment rules to Omni-Channel is what the BA should recommend to help UC resolve a common obstacle for addressing complaints about automated case assignments in Service Cloud because it helps UC to improve how cases are routed by matching them with the most qualified and available agents, rather than relying on manual intervention or predefined rules. Reference: https://trailhead.salesforce.com/en/content/learn/modules/service-cloud-agent- productivity/service-cloud-agent-productivity-omni-channel

Question: 243

Universal Containers wants to build a simple activity capture process for leads. One of the objectives is to minimize technical debt and inherit new features of the Salesforce Platform in future releases.

What should the business analyst recommend to meet the requirements'

A. Standard object for activity capture, screen Flow user interface

B. Standard object for activity capture, custom Lightning Web Component user interface

C. Custom object for activity capture, custom Lightning web component user interface

Answer: A

Explanation:

The recommendation that the BA should make to meet the requirements is to use a standard object for activity capture, screen Flow user interface. This recommendation helps to:
Minimize technical debt: Technical debt is the cost or consequence of choosing a quick or easy solution over a better or more sustainable one. Using a standard object for activity capture helps to minimize technical debt because it leverages the existing functionality and features of Salesforce, reduces the need for custom development or maintenance, and inherits new updates and enhancements from Salesforce releases. Using a screen Flow user interface also helps to minimize technical debt because it allows for creating and modifying screens and logic without writing code, using point-and-click tools such as Flow Builder.
Inherit new features of the Salesforce Platform in future releases: Using a standard object for activity capture helps to inherit new features of the Salesforce Platform in future releases because it enables the use of native Salesforce components and integrations, such as Lightning Experience, Einstein Activity Capture, Lightning Dialer, etc., that can enhance the activity capture process and user experience. Using a screen Flow user interface also helps to inherit new features of the Salesforce Platform in future releases because it supports the use of Lightning Web Components and other UI elements that can improve the look and feel of the screens and provide more functionality and

customization options. The other options are either incorrect or irrelevant. Option B is incorrect because using a custom Lightning Web Component user interface does not minimize technical debt or inherit new features of the Salesforce Platform in future releases, but rather increases technical debt and maintenance costs, and requires custom development and testing to keep up with Salesforce updates and changes. Option C is incorrect because using a custom object for activity capture does not minimize technical debt or inherit new features of the Salesforce Platform in future releases, but rather increases technical debt and maintenance costs, and limits the use of native Salesforce components and integrations for activity capture. Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional- requirements/evaluate-solution-options

Question: 244

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

Explanation:

The lead BA should tell the junior BAs to include who, what, and why in a user story. Who, what, and why are the essential elements of a user story that define who is requesting a feature or functionality (the user or persona), what they want to achieve or accomplish (the goal or value), and why they want it (the reason or benefit). A user story should include who, what, and why because it helps to: Clarify the scope, functionality, and quality of the user story Provide a basis for testing and validating the work done
Ensure that it meets the user's needs and expectations The other options are either incorrect or irrelevant. Option A is incorrect because V2MOM is a structure that defines an organization's vision, values, methods, obstacles, and measures, not a user story. Option C is incorrect because technical details are not part of a user story, but rather part of acceptance criteria or design specifications. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user- stories/write-user-stories

Question: 245

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

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

A. INVEST checklist

B. Numerical framework

C. Gap analysis document

Answer: A

Explanation:

This answer states that using the INVEST checklist is what the BA should use to assess the quality of a user story for developing a solution to help the marketing department manage leads in Sales Cloud at UC. The INVEST checklist is a set of criteria that helps to evaluate if a user story is well-written and well-defined. The INVEST checklist stands for Independent, Negotiable, Valuable, Estimable, Small, and Testable. Independent means that the user story can be developed and delivered without depending on or affecting other user stories. Negotiable means that the user story can be modified or refined based on feedback or changes in requirements. Valuable means that the user story provides a clear benefit or outcome to the user or the stakeholder. Estimable means that the user story can be estimated in terms of time, effort, or resources needed to complete it. Small means that the user story can be delivered within a short time frame or iteration. Testable means that the user story can be verified or measured against acceptance criteria or tests. Using the INVEST checklist is what the BA should use to assess the quality of a user story because it helps the BA to ensure that the user story is clear, concise, consistent, and complete.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

Question: 246

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

Explanation:

The performance analyzer is a tool that helps business analysts and admins identify and troubleshoot performance issues on record pages. It shows the load time of each component on a record page and provides recommendations to improve performance. The first step to resolve the issue is to use the performance analyzer to view the assessment and identify the slowest components.

Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- certification-prep/optimize-performance
https://help.salesforce.com/s/articleView?id=sf.performance_analyzer.htm&type=5

Question: 247

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

Explanation:

Strategy analysis is the process of identifying and evaluating the risks and benefits of a proposed solution, as well as its alignment with the business goals and objectives. A business analyst performs

strategy analysis to understand the impact of a solution on the project timeline, budget, scope, quality, and stakeholders.

Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/perform-strategy-analysis
https://www.iiba.org/standards-and-resources/babok/strategy-analysis/

Question: 248

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

Explanation:

DevOps is a set of practices that combines software development and IT operations to deliver software faster and more reliably. DevOps helps business analysts and system admins track the changes they are committing to Salesforce by using tools such as version control, continuous integration, continuous delivery, and testing automation.

Reference:

https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- certification-prep/implement-devops

https://www.salesforce.com/products/platform/best-practices/devops/

Question: 249

The service Center at Universal Containers is deploying a new case management solution.

Management has asked the project team to prepare for end user training. The project team consists of an admin and a business analyst (BA).

Which task should be assigned to the BA?

A. Conduct user training.

B. Create user training materials.

C. Set up users for training.

Answer: B

Explanation:

A business analyst is responsible for creating user training materials that explain how to use the new case management solution. The training materials should include screenshots, videos, diagrams, and step-by-step instructions that cover the key features and functionalities of the solution. The business

analyst should also ensure that the training materials are aligned with the user stories and requirements.

Reference:

https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/create-user-training-materials

https://trailhead.salesforce.com/en/content/learn/modules/trailhead_basics/trailhead-basics-trails

Question: 250

The business analyst (BA) At universal Containers is writing user stories for its Salesforce Field Service implementation.

What should the BA evaluate to understand the understand the risk level of the user stories?

A. Scope, resource, and documentation impact

B. Team, budget, and timeline impact

C. Technical, operational, and regulatory impact

Answer: A

Explanation:

Question: 251

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: C

Explanation:

This answer states that documenting the desired outcome and researching the impact of making a change are the next steps that the BA should take after receiving feedback from UC's sales manager who customized all of their list views on the Account object to include a new field and realized they are unable to modify the recently viewed list. Documenting the desired outcome means that the BA records what the sales manager wants to achieve or accomplish by modifying the recently viewed list, such as filtering, sorting, or grouping by the new field. Researching the impact of making a change means that the BA investigates how modifying the recently viewed list would affect other aspects of UC's Salesforce environment, such as performance, security, usability, etc. Documenting the desired outcome and researching the impact of making a change are the next steps that the BA should take after receiving feedback from UC's sales manager because they help the BA to

understand and validate the business need and expectation of the sales manager, and to evaluate and propose possible solutions or alternatives for modifying the recently viewed list. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-stakeholder-engagement-skills

Question: 252

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: B

Explanation:

The best practice for handling an urgent, high-priority change request in Scrum is to add it to the prioritized backlog for the next sprint. This way, the change request can be reviewed by the product owner and estimated by the development team before being added to a sprint. Adding a change request to an ongoing sprint would disrupt the planned scope and schedule of work.

Reference:

https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- certification-prep/manage-change-requests

https://www.scrum.org/resources/blog/how-handle-change-request-scrum

Question: 253

Universal Containers recently launched a solution that leverages Service Cloud for its North America (NA) customer support team. Planning has started for the second phase of the project which will expand the solution to include the Asia Pacific (APAC) customer support team. The APAC readership team has indicated that its processes are similar to the NA team. The APAC team wants to see the high-level process areas that were used for the NA team so it car scope the key priorities for the overall business. The business analyst (BA) has scheduled a meeting with the APAC team.

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Which action should the BA take during the meeting?

A. Share individual user stories from the NA implementation.

B. Review the capability model from the NA Implementation.

C. Demo the end-to-end solution from the NA implementation.

Answer: B

Explanation:

A capability model is a high-level representation of what a business does or needs to do in order to achieve its goals and objectives. A capability model can help a business analyst review the key process areas that were used for NA team with APAC team so they can scope their priorities for overall business improvement. A capability model can also help identify gaps or overlaps between different regions or teams.

Reference:

https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- certification-prep/create-a-capability-model

https://www.bain.com/insights/management-tools-capability-sourcing/

Question: 254

Cloud Kicks is preparing for User Acceptance testing (UAT) related to an upcoming major release. To which environment should a business analyst recommend that users log in to complete their assigned testing?

A. Full Sandbox

B. Production

C. Developer

Answer: A

Explanation:
This answer states that a full sandbox is what users should log in to complete their assigned testing for preparing for UAT related to an upcoming major release at Cloud Kicks. A full sandbox is a type of sandbox that copies all data and metadata from an organization's production environment into an isolated environment for development, testing, or training purposes. A full sandbox is what users should log in to complete their assigned testing because it provides a realistic and accurate representation of how the new functionality would work in production, and it allows users to test without affecting live data or operations. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models/application-lifecycle-and-development-models-sandboxes

Question: 255

A lead business analyst (BA) for a Service Cloud implementation at Universal Containers has a strict deadline. Both the client's execute team and the project manager are eager to complete the discovery phase of the project and begin developer.
What are the key activities that the BA must complete prior to beginning development?

A. Eliciting requirements, analyzing requirements, facilitating solutions, implementing solutions
B. Eliciting requirements, writing user stories, implementing solutions,
Testing solutions
C. Eliciting requirements, documenting requirements, analyzing information, facilitating solutions

Answer: C

Explanation:
This answer states that eliciting requirements, documenting requirements, analyzing information, and facilitating solutions are the key activities that the BA must complete prior to beginning development for a Service Cloud implementation at UC. Eliciting requirements means that the BA gathers and clarifies the needs, expectations, and objectives of the stakeholders for the Service Cloud implementation. Documenting requirements means that the BA records and organizes the information obtained from eliciting requirements in a clear and concise way. Analyzing information means that the BA reviews and evaluates the information obtained from documenting requirements to identify gaps, issues, or opportunities for improvement. Facilitating solutions means that the BA proposes and validates possible solutions or alternatives for addressing the gaps, issues, or opportunities for improvement identified from analyzing information. Eliciting requirements, documenting requirements, analyzing information, and facilitating solutions are the key activities that the BA must complete prior to beginning development for a Service Cloud implementation because they help the BA to define and communicate the scope and specifications of the Service Cloud implementation, and to ensure that they meet the stakeholder's needs, expectations, and objectives. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce- business-analyst-quick-look/use-stakeholder-engagement-skills

Question: 256

Universal Containers is working with a business analyst (BA) to develop a solution to help the marketing department manage lead in Sales Cloud. The current solution meets the requirements, but the marketing team tells the BA they feel it is incomplete.
What is important for the BA to consider when responding to the team's feedback?

A. Acceptance criteria
B. Product limitation
C. Intent of both parties

Answer: C

Explanation:
This answer states that intent of both parties is what is important for the BA to consider when responding to feedback from UC's marketing team who feels that their current solution for managing leads in Sales Cloud is incomplete. Intent of both parties means that what both UC's marketing team and UC's Salesforce team want to achieve or accomplish by implementing a solution for managing leads in Sales Cloud, such as increasing lead conversion rate, improving lead quality, enhancing lead tracking, etc. Intent of both parties is what is important for the BA to consider when responding to feedback from UC's marketing team because it helps the BA to align and communicate their goals and expectations, and to identify and resolve any gaps or issues between them. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-stakeholder-engagement-skills

Question: 257

The project manager for Universal Container tells the business analyst (BA) that the developers on the team are having trouble understanding what to build because the acceptance criteria for the Sales Cloud user stories are confusing.
How should the BA respond to the feedback effectively?

A. Recommend additional training resources.
B. Ask for specific examples to review.
C. Confirm that best practices are being followed.

Answer: B

Explanation:
This answer states that asking for specific examples to review is how the BA should respond to feedback from UC's project manager who tells the BA that the developers on the team are having trouble understanding what to build because the acceptance criteria for the Sales Cloud user stories are confusing. Asking for specific examples to review means that the BA requests the project manager or the developers to provide concrete instances or scenarios of where and how the acceptance criteria for the Sales Cloud user stories are confusing, such as ambiguous, inconsistent, or incomplete acceptance criteria. Asking for specific examples to review is how the BA should respond to feedback from UC's project manager because it helps the BA to clarify and verify the feedback, and to revise and update the acceptance criteria accordingly. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-stakeholder-engagement-skills

Question: 258

The delivery team at Cloud Kicks is getting ready to demonstrate some new Sales Cloud functionality for a project's stakeholders. The business analyst has prepared a demo script, created test data in the sandbox, and tested the new functionality.
Which additional activity is most likely to result in a successful sprint demo?

A. Conducting multiple dry runs
B. Exporting a backup copy of the demo data
C. Performing a code review

Answer: C

Explanation:

Question: 259

The business analyst at Cloud Kicks received verbal acceptance of all user stories by the product owner and set the status of the user stories to ‘’Ready for Development’’ on a spreadsheet. The development team later reports are unable to confirm which user stories are ready to be built.

A. The user stories were save outside of a shared repository
B. The definition of done of the user stories was unclear.

C. The user stories were linked to the incorrect business process map.

Answer: A

Explanation:
This answer states that saving user stories outside of a shared repository is why UC’s development team reports they are unable to confirm which user stories are ready to be built after receiving verbal acceptance of all user stories by the product owner and setting their status to ‘Ready for Development’ on a spreadsheet by UC’s BA. A shared repository is a common or central location where documents or files can be stored, accessed, and updated by multiple users or teams. Saving user stories outside of a shared repository means that the BA stores user stories in a place where they are not visible or available to other users or teams, such as their personal computer, email, etc. Saving user stories outside of a shared repository is why UC’s development team reports they are unable to confirm which user stories are ready to be built because it prevents them from seeing or accessing the latest version or status of user stories, and it creates confusion or inconsistency among them. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business- analyst-quick-look/use-stakeholder-engagement-skills

Question: 260

Universal Containers is in the discovery phase of a new Service Cloud project. The lead business analyst (BA) review user stories written by junior Bas. The lead BA discovers these user stories are missing details, as how case routing should work. The lead BA asks the junior Bas to make revisions based on the intended audience for the user stories.

A. End user and development team
B. Development and QA teams
C. Business user and QA team

Answer: B

Explanation:

This answer states that development and QA teams are the intended audience for the user stories written by junior BAs for developing a solution to help UC track and analyze its carbon emission in an effort to meet its new initiatives. Development team is a group of people who are responsible for building, testing, and deploying the solution based on the user stories. QA team is a group of people who are responsible for verifying, validating, and ensuring the quality of the solution based on the user stories. Development and QA teams are the intended audience for the user stories because they need to understand what to build and how to test the solution, and they need to provide feedback or clarification on the user stories. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-user-stories-to-capture-requirements

Question: 261

Universal Container wants to implement a solution to help it track and analyze its carbon emission in

an effort to meet its new initiatives. The CEO has reached out to the product development team for assistance. The business analyst (BA) has begun exploring potential solutions based on the requirements.
What should the BA do first?

A. Investigate building a custom app.
B. Use CRM Anal Analyst actionable insights.
C. Review relevant apps on the AppExchange

Answer: C

Explanation:
This answer states that reviewing relevant apps on the AppExchange is what the BA should do first after exploring potential solutions based on the requirements for helping UC track and analyze its carbon emission in an effort to meet its new initiatives. AppExchange is a marketplace where customers can find, try, and install apps that extend Salesforce functionality. Reviewing relevant apps on the AppExchange means that the BA searches, evaluates, and compares apps that can help UC track and analyze its carbon emission in an effort to meet its new initiatives, such as Carbon Calculator, Carbon Tracker, Carbon Footprint, etc. Reviewing relevant apps on the AppExchange is what the BA should do first after exploring potential solutions because it helps the BA to find existing solutions that can meet UC's requirements without building a custom app, and to save time, cost, and effort. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce- business-analyst-quick-look/use-stakeholder-engagement-skills

Question: 262

During a discovery session with several stakeholders from universal Container (UC) services team, the business analyst (BA) learned that UC recently implemented as Experience Site that allows customers to view Knowledge article and submit cases. The stakeholders have asked for suggestions to determine if the current solution is adding value to the business.
What should the BA recommend?

A. Review the services team's goal' initiatives, strategies, and obstacles.
B. Review the Einstein Article Recommendations feature in the services team's org.
C. Review user stories on the services team's development backlog.

Answer: A

Explanation:
This answer states that reviewing the services team's goals, initiatives, strategies, and obstacles is what the BA should do to determine if the current solution of implementing an Experience Site that allows customers to view Knowledge articles and submit cases is adding value to UC's business. Goals are what the services team wants to achieve or accomplish in terms of business outcomes or benefits. Initiatives are what the services team plans to do or implement to achieve their goals. Strategies are how the services team executes or delivers their initiatives. Obstacles are what prevents or hinders the services team from achieving their goals, implementing their initiatives, or executing their strategies. Reviewing the services team's goals, initiatives, strategies, and obstacles

means that the BA analyzes and documents these elements related to implementing an Experience Site that allows customers to view Knowledge articles and submit cases. Reviewing the services team's goals, initiatives, strategies, and obstacles is what the BA should do to determine if the current solution is adding value to UC's business because it helps the BA to measure and evaluate the performance and impact of the current solution against these elements. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-stakeholder-engagement-skills

Question: 263

Cloud Kicks leadership wants to improve the new customer onboarding experience. There are a number of complex handoffs between teams. Service managers have been tasked with working with the operating team to improve the handoff between salesforce and internal systems. The business (BA) wants to break down the onboarding processing and sub-processes into simpler steps.
What should the BA create to engage stakeholders?

A. Value Stream Map
B. Universal Process Notation
C. Capability Model

Answer: A

Explanation:

This answer states that creating a value stream map is what the BA should do to engage stakeholders for improving the new customer onboarding experience at Cloud Kicks which involves complex handoffs between teams. A value stream map is a type of process map that shows how value flows from a customer request to a product or service delivery across different teams or departments. Creating a value stream map means that the BA works with stakeholders from different teams or departments to identify and visualize their inputs, outputs, activities, roles, etc. related to customer onboarding. Creating a value stream map is what the BA should do to engage stakeholders for improving customer onboarding because it helps them to collaborate and communicate their perspectives and expectations, and to discover and eliminate waste or inefficiencies in customer onboarding. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce- business-analyst-quick-look/use-process-mapping-to-understand-your-business

Question: 264

After completing requirements gathering session for a Sales Cloud implementation, the business analyst (BA) has started to write user stories. During an internal user story grooming session, the project manager decided that each user story must:

* Be assigned a level of effort
* Be demonstrated to the stakeholder
* Have documented deployment steps

Where should the DA capture these requirements?

A. Definition of done

B. Assumptions

C. Acceptance criteria

Answer: A

Explanation:

This answer states that definition of done is where the BA should capture these requirements after writing user stories for developing a solution for managing leads in Sales Cloud at UC: be assigned a level of effort, be demonstrated to the stakeholder, and have documented deployment steps. Definition of done is a set of criteria that defines when a user story or a task is completed and ready for deployment or delivery. Capturing these requirements in the definition of done means that the BA specifies that a user story or a task must meet or pass these criteria in order to be considered done. Capturing these requirements in the definition of done is where the BA should do it after writing user stories because it helps the BA to clarify and communicate the expectations and standards of the user stories or tasks, and to ensure that they are met or passed. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-user-stories-to-capture-requirements

Question: 265

The Business analyst (BA) at Universal Container wants to improve the case process in Salesforce after feedback customer abut resolution time.

The BA tacks the user story, request details, and configuration changes in a repository. What is a benefit of tracking user stories in this way?

A. Multiple project team members can make and view revisions.

B. It links all changes to Salesforce metadata.

C. The development team can work parallel on the same requirement.

Answer: A

Explanation:

This answer states that multiple project team members can make and view revisions is a benefit of tracking user stories in a repository for improving the case process in Salesforce at UC. A repository is a common or central location where documents or files can be stored, accessed, and updated by multiple users or teams. Tracking user stories in a repository means that the BA stores user stories in a repository, such as Jira, Trello, Asana, etc. Multiple project team members can make and view revisions is a benefit of tracking user stories in a repository because it enables collaboration and communication among project team members, and it ensures consistency and accuracy of user stories. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business- analyst-quick-look/use-stakeholder-engagement-skills

Question: 266

A cloud Kicks business analyst (BA) is conducting user interviews with the support team as part of a migration to Salesforce. Serval users indicate they use multi-factor authentication (MFA) on their

phones to log in to existing systems. Other users have located they access existing systems with only username and password.

A. Select the requirement used by the majority of the support team.
B. verify the requirement with the security team.
C. Bring the requirement to the product owner's attention.

Answer: B

Explanation:

Question: 267

Cloud Kicks (CK) is expanding and has many different departments in manufacturing and delivery. CK needs to prepare for a new Sales Cloud implementation for it, 6,000 users. To increase adoption, the business analyst (BA) wants to break down existing sides between the manufacturing and delivery departments.
Which planning approach should the ISA take to get buy-in from users?

A. Recombined clear owners up for the platform and identity executive sponsors.
B. Assign a team to start building a prototype of product functionality.
C. Document user requirement from each department during discovery sessions.

Answer: A

Explanation:
This answer states that documenting user requirements from each department during discovery sessions is what the BA should do to get buy-in from users for preparing for a new Sales Cloud implementation for 6,000 users at CK. User requirements are the needs, expectations, and objectives of the users for the Sales Cloud implementation. Discovery sessions are meetings or workshops where the BA gathers and clarifies user requirements from different stakeholders. Documenting user requirements from each department during discovery sessions means that the BA records and organizes the information obtained from different stakeholders from different departments, such as manufacturing and delivery, in a clear and concise way. Documenting user requirements from each department during discovery sessions is what the BA should do to get buy-in from users for preparing for a new Sales Cloud implementation because it helps the BA to understand and validate the user requirements, and to communicate and align them with the project scope and goals.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- quick-look/use-stakeholder-engagement-skills

Question: 268

Northern Tail Outfitters has fixed a business analyst (BA to help revamp the order management process. During the backlog regiment session, the BA discovers the few user satires are no longer needed.

What should the BA do next?

A. Cancel these user stones and remove them from the backlog.
B. Move these user stones to the button of the backlog.
C. Review these user stones in the backlog at the next sprint retrospective.

Answer: C

Explanation:

This answer states that reviewing these user stories in the backlog at the next sprint retrospective is what the BA should do next after discovering that a few user stories are no longer needed for revamping the order management process at NTO. User stories are short descriptions of a feature or a functionality from a user's perspective. Backlog is a list of user stories that need to be prioritized and completed for a project or a product. Sprint retrospective is a meeting or a workshop where the project team reviews and reflects on their performance and progress in the previous sprint. Reviewing these user stories in the backlog at the next sprint retrospective means that the BA discusses and evaluates these user stories with the project team to determine if they are still relevant, valuable, or feasible for revamping the order management process. Reviewing these user stories in the backlog at the next sprint retrospective is what the BA should do next after discovering that a few user stories are no longer needed because it helps the BA to update and maintain the backlog, and to ensure that the user stories align with the project scope and goals. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-user-stories-to-capture-requirements

Question: 269

The operations team at Universal Containers is developing a new inventory forecasting application available on its Experience Cloud see. Management wants key external stakeholders to assist with determining project priorities. Which external stakeholders to assist with determining project recommend?

A. Governing bodies
B. Third-party vendors
C. Partners and customers

Answer: C

Explanation:
This answer states that partners and customers are external stakeholders that should assist with determining project priorities for developing a new inventory forecasting application available on its Experience Cloud site at UC. Partners are external entities or organizations that have a business relationship or an agreement with UC, such as suppliers, distributors, resellers, etc. Customers are external entities or organizations that purchase or use UC's products or services. Partners and customers are external stakeholders that should assist with determining project priorities for

developing a new inventory forecasting application because they have an interest or an influence on UC's business performance and outcomes, and they can provide valuable feedback or insights on UC's inventory forecasting needs and expectations. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-stakeholder-engagement-skills

Question: 270

Business users at cloud kicks have just completed user acceptance testing for a Commence cloud implementation. The senior executives want to understand has successful testing was and have asked the business analyst to calculate the success rate.
How is the success rate calculated?

A. Number of failed test cases divided by total number of test cases
B. Total number of test cases divided by number of passed test cases
C. number of passed test cases divided by total number of test cases

Answer: C

Explanation:
This answer states that number of passed test cases divided by total number of test cases is how the success rate is calculated after completing user acceptance testing (UAT) for a Commerce Cloud implementation at CK. Test cases are scenarios or steps that verify or validate if a feature or a functionality meets the acceptance criteria or requirements. Passed test cases are test cases that meet or pass the acceptance criteria or requirements. Total number of test cases are all test cases that are executed or performed for UAT. Number of passed test cases divided by total number of test cases is how the success rate is calculated because it measures how many test cases meet or pass the acceptance criteria or requirements out of all test cases executed or performed for UAT. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-user-stories-to-capture-requirements

Question: 271

After stakeholders formally signed off on requirements, the business analyst (BA) received numerous emails requesting changes to Salesforce during uses acceptance testing (UAT). The BA quickly became overwhelmed by the requests and needs a way to organize and peritonitis them.
What should the BA use to help them organize these requests?

A. Change request log
B. Scope statement specification
C. Gap analysis document

Answer: A

Explanation:

This answer states that change request log is what the BA should use to help them organize and prioritize requests for changes to Salesforce during UAT after receiving numerous emails from stakeholders who formally signed off on requirements. Change request log is a document or a file that records and tracks requests for changes to a project or a product, such as adding, modifying, or removing a feature or a functionality. Change request log is what the BA should use to help them organize and prioritize requests for changes to Salesforce during UAT because it helps the BA to manage and monitor the requests for changes, and to evaluate and approve or reject them based on their impact, urgency, or feasibility. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-stakeholder-engagement-skills

Question: 272

The business analyst (BA) is preparing for the initial requirements gathering workshops with Cloud Kicks on a new Sales Cloud project. The BA has identified the stakeholders, reviewed the project scope, and scheduled each workshop.

Which key steps should the BA take next?

A. Identify persona, document the current state, and purpose the future state.

B. Document the current state, offer a survey to stakeholder, and propose the future state.

C. Document the current state, email it to attendees with an agenda, and propose the future state.

Answer: B

Explanation:

Question: 273

The product owner at Cloud Kicks wants to know which user stories fail user acceptance testing (UAT) and the potential impact on other successful use stories. Currently, user stories are stored in a shared spreadsheet.

What should a business analyst recommend to ensure UAT result are document security.

A. Give all stakeholder the ability to edit the shared spreadsheet.

B. Ask each tester to admit share spreadsheet.

C. Enable history y in the shared spreadsheet.

Answer: C

Explanation:

This answer states that enabling history in the shared spreadsheet is what the BA should recommend to ensure UAT results are documented securely after receiving verbal acceptance of all user stories by the product owner for developing a new Commerce Cloud implementation at CK. History is a feature that allows users to view, restore, or compare previous versions of a document or a file. Enabling history in the shared spreadsheet means that the BA turns on this feature in the

spreadsheet where user stories are stored, such as Google Sheets, Microsoft Excel, etc. Enabling history in the shared spreadsheet is what the BA should recommend to ensure UAT results are documented securely because it helps the BA to track and record who made what changes to user stories and when, and to prevent or recover any accidental or unauthorized changes to user stories. Reference:

https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- quick-look/use-stakeholder-engagement-skills

Question: 274

After completing the most recent sprint, a key stakeholder reached out to the business analyst (BA) with some feedback about the Opportunity reporting functionality shown in the QA org during the sprint demo.

- The stakeholder was Impressed with how easy it was to create reports about their Opportunity data.
- The stakeholder noticed a misspelled column name in the Opportunity Funnel report.
- The stakeholder wants to add five additional fields to the Opportunity Funnel report. Which actions should the BA take?

A. Thank them for their feedback, update the misspelled column name in the QA org, and log an enhancement for the five additional fields.
B. Thank them for their feedback, log a bug for the misspelled column name, and add the five new fields to the report in the QA org.
C. Thank them for their feedback, log a bug for the misspelled column name, and log an enhancement for the five additional fields.

Answer: C

Explanation:

According to the Salesforce Business Analyst Certification Prep, the business analyst's role in user acceptance is to facilitate the feedback loop between the development team and the business stakeholders1. The BA should log any issues or change requests that are identified during the UAT sessions and prioritize them according to the project scope and timeline1. A misspelled column name is a minor defect that should be logged as a bug and fixed before the release2. Adding five additional fields to the report is a new requirement that should be logged as an enhancement and evaluated for the next sprint or release3. The BA should thank the stakeholder for their feedback and communicate the status of their requests1. Reference: Salesforce Certified Business Analyst Exam Questions, Salesforce Business Analyst Certification Practice Quiz and Sample Questions, Explore User Acceptance Unit

Question: 275

Cloud Kicks Is conducting sprint planning for an Experience Cloud user portal project. The focus for this sprint Is on the minimum viable product.
Which requirement should the business analyst prioritize?

A. Items chat are user-friendly features
B. Items requested by the majority of users
C. Items that are crucial to the business

Answer: C

Explanation:

The minimum viable product (MVP) is the version of a product that has just enough features to satisfy early customers and provide feedback for future development. The MVP should focus on the items that are essential to the business value and goals, not on the items that are nice to have or preferred by some users. Therefore, the business analyst should prioritize the items that are crucial to the business over the items that are user-friendly features or requested by the majority of users. Reference:

Certification - Business Analyst - Trailhead, under "About the Exam"

Get Started with Salesforce Business Analyst Certification Prep, under "The Salesforce Business Analyst Certification"

Cert Prep: Salesforce Business Analyst | Salesforce Trailhead, under "Get Started with Salesforce Business Analyst Certification Prep"

Question: 276

Northern Trail Outfitters has gone through significant growth, moved several business units into Salesforce, and added hundreds of users.

Which key principle should a business analyst follow to help prioritize feature requests from various business units?

A. Give priority to the earliest requested dates.

B. Find and install a backlog grooming app from AppExchange.

C. Define roles, responsibilities, and processes.

Answer: C

Explanation:

The business analyst should define roles, responsibilities, and processes to help prioritize feature requests from various business units. This will help to establish clear expectations, communication channels, and decision-making criteria for the project. The business analyst should not give priority to the earliest requested dates, as this may not reflect the business value, urgency, or feasibility of the feature requests. The business analyst should also not find and install a backlog grooming app from AppExchange, as this may not address the root cause of the prioritization problem, and may introduce additional complexity and cost to the project. Reference: Collaboration with Stakeholders, Get Started with Salesforce Business Analyst Certification Prep, Cert Prep: Salesforce Business Analyst

Question: 277

Surveys indicate that visitors to the Cloud Kicks' Experience Cloud site have difficulty locating purchase Information for their online orders. A business analyst (BA) Is tasked with creating a user story to improve the overall visitor experience when navigating the site.

For which persona should the BA write this user story?

A. Administrator

B. Support manager

C. Customer

Answer: C

Explanation:

A user story is a short, simple description of a feature told from the perspective of the person who desires the new capability, usually a user or customer of the system1. The BA should write this user story for the customer persona, since they are the ones who want to locate purchase information for their online orders. The administrator and the support manager are not the intended users of this feature, and their needs may differ from the customer's. Reference: 1: User Stories

Question: 278

The delivery team at Cloud Kicks has Just conducted a successful sprint demo showcasing a new sales dashboard. However, the marketing team Is unhappy because the new lead automation they requested was missing from the deliverables and an Important new marketing campaign is starting the next day.
What did the business analyst fall to do during sprint planning'?

A. Prioritize the sprint backlog with stakeholders
B. Calculate the sprint capacity correctly
C. Create a burndown list of sprint tasks

Answer: A

Explanation:

According to the Salesforce Business Analyst Certification Prep, the business analyst's role in sprint planning is to prioritize the sprint backlog with stakeholders1. The BA should ensure that the most important and valuable user stories are selected for the sprint, based on the business needs and expectations1. The BA should also communicate the sprint goals and scope to the stakeholders and get their buy-in1. In this scenario, the BA failed to prioritize the sprint backlog with the marketing team, resulting in their dissatisfaction with the deliverables. Reference: Salesforce Business Analyst Certification Practice Quiz and Sample Questions, Cert Prep: Salesforce Business Analyst

Question: 279

An external business analyst (BA) has been brought in to work on a Sales Cloud project for Universal Containers (UC). UC's In-house BA has created epics and user stories, but the external BA notices that one story appears to be written Incorrectly.
How should the BA revise the statement below in the correct user story format?
"Sales reps need to track their pipeline in Salesforce."

A. As a sales manager, 1 need sales representatives to track their opportunities in Salesforce.
B. As a sales manager, 1 want sales reps to track their opportunities in Salesforce for accurate forecast reporting.
C. As a sales representative, 1 want to be able to track my opportunities in Salesforce so that we can forecast accurately.

Answer: C

Explanation:

A user story is a short, simple description of a feature told from the perspective of the person who desires the new capability, usually a user or customer of the system. It typically follows a simple template: As a <type of user>, I want <some goal> so that <some reason>. The answer C follows this template and clearly states the user role, the goal, and the reason. The answer A does not state the reason, and the answer B does not state the correct user role, as the story is about sales representatives, not sales managers. Reference: Certification - Business Analyst, Get Started with Salesforce Business Analyst Certification Prep, Cert Prep: Salesforce Business Analyst

Question: 280

A new business analyst (BA) Just started working at Northern Trail Outfitters (NTO). The BA has been tasked with Implementing Service Cloud for NTO's Internal support team.
Which information should the BA gather during the Initial discovery meeting?

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

Answer: C

Explanation:

The BA should gather information about the limitations of the current support process during the initial discovery meeting. This will help the BA to understand the pain points, challenges, and gaps that the internal support team is facing, and to identify the opportunities for improvement and optimization. The BA should not gather contact information for key stakeholders, as this is not

relevant to the scope of the project, and should be done before the discovery meeting. The BA should also not gather employee review cycle for the support team, as this is not related to the business requirements or the solution design. Reference: Customer Discovery, Get Started with Salesforce Business Analyst Certification Prep, Cert Prep: Salesforce Business Analyst

Question: 281

During a requirements gathering session, two stakeholders discuss the names of the fields they want to see when adding leads to the system. Each stakeholder has a different point of view on field names.
What should the business analyst do to help Influence the team and accurately capture the requirements?

A. Find a middle ground where both stakeholders are satisfied with the field names.
B. Ask the executive sponsor to make the final field name decisions.
C. Allow the development team to make the final field name decisions.

Answer: A

Explanation:

The business analyst should find a middle ground where both stakeholders are satisfied with the field names, as this would ensure that the requirements are accurately captured and reflect the needs of the business. The business analyst should facilitate a discussion between the stakeholders to understand their perspectives and preferences, and help them reach a consensus on the field names. This would also foster collaboration and trust among the stakeholders, and avoid potential conflicts or confusion later in the project. Reference:
Learn About the Salesforce Business Analyst Role: This reference explains the key activities and skills of a Salesforce business analyst, including communication, elicitation, documenting requirements, and analyzing information.
Field Names: This reference provides guidelines on how to format and display field names in documentation and user interface text.

Question: 282

During a project kick off for a multi-year transformational Sales Cloud project at Universal Containers, the business analyst (BA) heard the executive team discuss the challenges that the sales team Is having with their legacy solution: opportunity funnel, data hygiene, and forecasting Issues. However, the level of detail shared about the challenges was very limited.
What should the BA do next?

A. Clone the features of the legacy solution within the new Sales Cloud org.
B. Start writing epics and user stories that discuss the challenges mentioned.
C. Schedule a ride-along with the sales team to learn more about their goals.

Answer: C

Explanation:

According to the Salesforce Business Analyst Certification Prep, the business analyst's role in customer discovery is to understand the current state, pain points, and goals of the customer1. The BA should use various techniques, such as interviews, surveys, and ride-alongs, to gather information from the end users and stakeholders1. A ride-along is a method of observing the users in their natural work environment and learning how they use the existing system1. In this scenario, the BA should schedule a ride-along with the sales team to learn more about their goals and challenges with the legacy solution, rather than cloning the features or writing user stories without sufficient details.
Reference: Cert Prep: Salesforce Business Analyst

Question: 283

A business analyst (BA) Is coordinating a User Acceptance Testing (UAT) session focused on Service Cloud enhancements.
Which resource Is critical for the BA to include in UAT?

A. Support agents
B. System developers
C. Quality assurance testers

Answer: A

Explanation:

Support agents are critical for the BA to include in UAT because they are the end users of the Service Cloud enhancements and can validate whether the solution meets their needs and expectations. System developers and quality assurance testers are important for the development and testing phases, but they are not essential for UAT, which is focused on the business requirements and user feedback. Reference: Learn About User Acceptance Testing Unit, [User Acceptance Testing Strategies for Large Data Volume Scenarios], [Role of the BA in User Acceptance Testing]

Question: 284

Cloud Kicks (CK) wants to Improve the current business process for moving orders from the warehouse to the customer as part of a Commerce Cloud Implementation. The business analyst would like to gather more Information to create the future state process.
Who is the most appropriate subject matter expert (SME) to confirm the current business process and elicit deeper understanding of CK's goals, opportunities, and pain points?

A. Sales manager
B. Chief financial officer
C. Supply chain manager

Answer: C

Explanation:

The most appropriate subject matter expert (SME) to confirm the current business process and elicit deeper understanding of CK’s goals, opportunities, and pain points is the supply chain manager. The supply chain manager is responsible for overseeing the flow of goods from the warehouse to the customer, and has the most knowledge and insight into the current business process. The supply chain manager can also provide valuable feedback and suggestions for improving the business process and achieving the desired outcomes. The sales manager and the chief financial officer are not directly involved in the business process of moving orders from the warehouse to the customer, and may not have the same level of expertise or interest as the supply chain manager. Reference: Customer Discovery, Get Started with Salesforce Business Analyst Certification Prep, Cert Prep: Salesforce Business Analyst

Question: 285

A business analyst (BA) is preparing to demonstrate the functionality built by the development team over the last sprint to the client.
Which technique should the BA use to create a compelling demo?
A. Functional - requirements, code/configuration, run as user
B. Storytelling - hero, challenge, helper, victory
C. STAR method - situation, task, action, result

Answer: B

Explanation:

In creating a compelling demo, the storytelling technique is highly effective. This approach involves framing the demo narrative around a hero (typically the end-user), presenting a challenge they face, introducing the solution (the Salesforce functionality) as the helper, and showcasing the victory, which is the successful resolution of the challenge through the implemented functionality. This technique engages the audience by making the demonstration relatable and showing the practical value of the solution in a real-world context. It emphasizes the impact of the features on the users' daily tasks and how it addresses their specific needs.

Question: 286

Sprint 1 of 5 has been completed in a Sales Cloud implementation. The business analyst (BA) met with the stakeholders to prioritize the backlog for the next sprint. One of the stakeholders wants to include a medium-priority item. There is still a list of high-priority items that need to be addressed. How should the BA communicate with the stakeholder?

A. Q Schedule a meeting to discuss the importance of the item, then re-evaluate all of the items and their priority levels

B. Q Verify why the item is medium-priority, explain the reason, and determine if the item priority was misjudged compared to other items.

C. Q Support the stakeholder in this decision, move the medium-priority item to the next sprint, and inform the development team.

Answer: A

Explanation:

Question: 287

The operations team at Universal Containers is developing a new inventory forecasting application available on its Experience Cloud site. Management wants to identify key external stakeholders to assist with determining project priorities.

Which external stakeholders should the business analyst recommend?

A. Governing bodies

B. Third-party vendors

C. Buyers and customers

Answer: C

Explanation:

For a project like developing a new inventory forecasting application on an Experience Cloud site, identifying key external stakeholders is critical for ensuring that the solution meets the end-users' needs. Buyers and customers are the primary users of such a platform and are directly impacted by its functionality and performance. Involving them in determining project priorities helps to align the development efforts with the actual market demand and user expectations, leading to a more successful and user-centric solution.

Question: 288

The customer service director at Universal Containers wants a self-service portal for customers using Experience Cloud. The director has a limited budget and wants the solution delivered before the end of the quarter.
After assessing several potential options, which solution should the business analyst recommend?

A. Thesolution withthe lowest cost
B. Thesolution with the fastest implementation time
C. Thesolution with the highest business value

Answer: C

Explanation:

When recommending a solution, especially under constraints such as a limited budget and tight timeline, the focus should be on delivering the highest business value. This approach ensures that the chosen solution effectively addresses the most critical needs of the business, providing significant benefits that justify the investment. While cost and implementation time are important considerations, the primary goal is to enhance customer service and satisfaction through the selfservice portal, thereby achieving strategic business objectives. Selecting the option that offers the most substantial impact on service quality and customer experience, even if it's not the cheapest or quickest, will provide long-term benefits to the organization.

Question: 289

During a requirements workshop, the marketing team mentions they need help reporting on their marketing effort return on investment (ROI). They ask for a new field on the Opportunity object named "Customer Origin".
What should the business analyst do next?

A. Explain to the customer that the workshop is focused on documenting requirements, rather than solutioning, and write down their pain points
B. Write the user story: As a marketer, I need to track customer origin on Opportunity so that I can report on the ROI of our marketing efforts.
C. Ask follow-up questions to determine if standard Salesforce functionality around Leads, Campaigns, and Opportunities could meet this need.

Answer: B

Explanation:

When the marketing team expresses a need for a new field to track ROI, the BA should explore existing Salesforce functionalities before customizing. Salesforce provides robust features around Leads, Campaigns, and Opportunities that can potentially track marketing efforts and their outcomes. By asking follow-up questions, the BA can understand the specific requirements and assess whether these can be met with standard features, which is often more efficient and sustainable than adding custom fields. This approach aligns with Salesforce best practices of leveraging out-of-the-box functionality to meet business needs, ensuring system simplicity and maintainability.

Question: 290

A few users have reported an issue with the recent Cloud Kicks?
Salesforce implementation.
What should the business analyst do first?

A. Gather requirements from end users.
B. Provide additional end user training.
C. Create a high priority bug for a quick fix.

Answer: A

Explanation:

When addressing issues reported by users following a Salesforce implementation, the business analyst's primary responsibility is to understand and analyze the problem comprehensively before taking any corrective action.
Gathering Requirements: This step involves communicating directly with the end users to identify

their issues and expectations. This ensures that the analyst has a clear understanding of the problem's root cause.
Reference: Salesforce Business Analysis documentation emphasizes requirements elicitation and validation as critical first steps in identifying misalignments or implementation gaps.
Avoiding Premature Actions: Jumping to training or creating a high-priority bug may address symptoms rather than the actual problem. Salesforce implementation guides and best practices stress the importance of first understanding the user experience and system functionality through direct feedback.
Stakeholder Engagement: Engaging stakeholders and users is a critical phase outlined in Salesforce's business analysis processes. It ensures that the problem definition aligns with the users' needs and organizational objectives.
Follow-Up Steps: Once requirements are gathered, the next steps involve validating and analyzing the data, and based on findings, proposing appropriate solutions such as additional training, system adjustments, or bug fixes. Salesforce Business Analyst responsibilities include continuous alignment of implemented solutions with business needs.
This approach aligns with Salesforce's process-driven methodology for ensuring successful system adoption and user satisfaction.

Question: 291

The business analyst at Universal Containers has been asked to train the client on how to write effective user stories with acceptance criteri
a. The client provided this sample story.
User Story:
As a customer service agent, I need the ability to close support tickets.
Acceptance Criteria:
1. When viewing an open support ticket, a "Close Ticket" action is available.
2. When closing a support ticket, the agent is required to enter a "Close Reason".
3. After completing the close action, the status of the support ticket is set to "Closed".

What can be done to improve this user story?
A. Update the acceptance criteria to describe the technical solution.
B. Update the user story to describe why the functionality is needed.
C. Update the perspective of the user story and acceptance criteria.

Answer: B

Explanation:

The user story improvement aligns with best practices in Agile methodologies and Salesforce guidance for creating effective user stories:
Clarity of Purpose: The story must include the business value or "why" behind the functionality. In this case, updating the user story to explain why the customer service agent needs to close support tickets adds context and aligns with Salesforce's recommendations on creating actionable user stories.
Best Practices for User Stories: According to Salesforce's user story guidelines, a complete story should follow the "INVEST" principle, particularly focusing on being "Valuable." The missing "why" in the original story means it lacks a description of the benefit or goal of the feature.
Training Relevance: Teaching the client to emphasize the purpose in their user stories will help create stories that guide development toward delivering meaningful outcomes rather than just implementing technical features.

Question: 292

Historically, Cloud Kicks (CK) has been a B2C company. CK now wants to add a B2B line of business. Sales leadership at CK has asked the business analyst (BA) how this will impact its existing and future Salesforce configuration.
Where should the BA focus the initial impact analysis?

A. Einstein Forecasting
B. Person Accounts
C. Lead Processes

Answer: C

Explanation:

When shifting from a B2C to a B2B model, focusing on Lead Processes is critical for several reasons: Sales Processes and Lead Management: The transition requires adapting Salesforce configurations to support B2B sales cycles, which typically involve different stages and attributes compared to B2C. Salesforce documentation highlights the importance of customizing lead processes to reflect the sales funnel accurately for business customers.
Alignment with B2B Practices: Salesforce's Sales Cloud features for B2B businesses, such as managing accounts and contacts hierarchies, work seamlessly with lead processes. It’s crucial to ensure that the lead qualification, assignment, and conversion processes align with B2B practices.
Person Accounts Relevance: While person accounts might be relevant for B2C setups, the B2B model operates with organizational hierarchies that are better served through traditional account and contact structures. Therefore, the initial focus on lead processes ensures a proper setup for downstream configurations.
By prioritizing lead processes, the business analyst ensures a robust foundation for supporting B2B sales operations in Salesforce.

Question: 293

Northern Trail Outfitters (NTO) is a rapidly growing company that needs to hire a business analyst (BA) to help revamp its sales and support processes. The stakeholder at NTO wants to understand the top skills of a

BA and has asked a consultant for more information.
Which BA skills should the consultant recommend to NTO?

A. Requirements writing, communication, creativity, problem-solving, synthesis, project management
B. Team leadership, communication, personas, change management, synthesis, legal and compliance issues
C. Information discovery, analysis, synthesis, communication, collaboration, documentation

Answer: C

Explanation:

The top skills for a Salesforce Business Analyst (BA) emphasize abilities that support requirements elicitation, analysis, collaboration, and documentation. These align with Salesforce's expectations for effective business analysis:
Information Discovery and Analysis: Critical for understanding business needs and translating them into Salesforce solutions. Salesforce emphasizes these skills during requirements gathering and aligning solutions to business objectives.
Synthesis: The ability to combine gathered insights into actionable strategies or system requirements ensures seamless integration within Salesforce.
Communication and Collaboration: Essential to engage stakeholders, developers, and project teams to ensure all parties are aligned. Salesforce Business Analyst job descriptions highlight communication and teamwork as core competencies.
Documentation: Salesforce projects require detailed documentation, such as user stories, process flows, and solution blueprints, which are integral to successful implementations.
These skills ensure the BA can effectively bridge the gap between business needs and technical solutions, as recommended in Salesforce’s business analyst role expectations.

Question: 294

Universal Containers is beginning a Commerce Cloud project with a new client. The business analyst (BA) wants to leverage customercentric discovery to ensure a successful project outcome.
How can the BA put this into action before the first requirements workshop?

A. Navigate the client's online purchasing process.
B. Research the background of the client's Salesforce team.
C. Develop preliminary technical specifications.

Answer: A

Explanation:

Customer-centric discovery aims to understand the client’s current processes and pain points from the customer’s perspective:
Experience Perspective: By navigating the online purchasing process, the BA gains firsthand insight into the client's existing customer journey, a fundamental step in Salesforce Commerce Cloud projects to identify gaps and improvement areas.
Preparation for Workshops: Salesforce Business Analysts are encouraged to come to workshops with contextual understanding of the business processes, aligning directly with project goals.
Focus on Outcomes: Engaging with the client’s purchasing process ensures the BA aligns the Commerce Cloud solution

with the customer's needs and expectations, critical for a successful implementation.

Question: 295

Cloud Kicks (CK) wants the business analyst (BA) assigned to its Salesforce transformation project to help it achieve organizational success.
The BA guides CK through a set of activities that provides tangible value and helps CK reflect on the nature of its business and the value it provides to customers.
Which strategy is the BA employing?

A. The five ways to build trust
B. The five most important questions
C. The five W's and an H

Answer: C

Explanation:

The "Five W's and an H" framework—Who, What, When, Where, Why, and How—is widely used to ensure comprehensive understanding and strategy development:
Holistic Analysis: By guiding CK through questions addressing these dimensions, the BA ensures thorough exploration of organizational goals and challenges.
Value-Driven Approach: This aligns with Salesforce's strategy of deriving business value and insights through discovery sessions, which ultimately enhance customer satisfaction and project success. Framework Alignment: Salesforce documentation encourages asking fundamental questions to uncover the full scope of business processes and expected outcomes, which is exemplified in the use of the "Five W's and an H."

Question: 296

A Cloud Kicks business analyst (BA) is conducting user interviews with the support team as part of a migration to Salesforce.
Several users indicate they use multi-factor authentication (MFA) on their phones to log in to existing systems. Other users have indicated they access existing systems with only a username and password.
How should the BA resolve the issue?

A. Determine the most commonly used process.
B. Ask the security team to confirm company policy.
C. Ask executive leadership to make the decision.

Answer: B

Explanation:

When resolving conflicting user practices, consulting the security team ensures compliance with organizational and regulatory standards:
Policy Confirmation: Salesforce emphasizes the importance of aligning system configurations, such as multi-factor authentication (MFA), with the company's security policies.
Consistency and Compliance: By confirming with the security team, the BA ensures the Salesforce implementation

adheres to company-wide requirements and prevents unauthorized access or
deviations from compliance mandates like GDPR or HIPAA.
Best Practices: Relying on established company policies avoids arbitrary decisions and ensures uniformity across user authentication processes.

Question: 297

During a workshop to understand Universal Containers' current sales process, there seems to be some disagreement between the North America and EMEA sales teams about the steps required to close a sale.
What should the business analyst do to gain consensus on the current opportunity process?

A. Postpone the discussion and email the sales team leadership to clarify the opportunity stages.
B. Create a Process Map detailing opportunity stages, then schedule a meeting with the sales teams for review.
C. Open the production org, navigate to Sales Processes in Setup, and review the opportunity stages.

Answer: B

Explanation:

Creating a Process Map and involving stakeholders is the best way to achieve consensus: Visualization: A process map graphically illustrates the current opportunity stages, helping stakeholders visualize and understand discrepancies in their practices.
Collaborative Review: Scheduling a meeting allows team members to align on agreed stages, fostering cooperation. Salesforce Business Analysis guidance encourages such collaboration to resolve conflicts and drive unified processes.
Foundation for Updates: This approach provides a baseline for refining Salesforce configurations, ensuring the solution reflects unified sales workflows.

Question: 298

During a discovery workshop, it was identified that the solution needs to meet all legal accessibility standards (for example, ADA, Section 508, WCAG, etc.).
How should a business analyst document this need and ensure it is applied universally across the solution?

A. Create a functional requirement for accessibility standards.
B. Create a non-functional requirement for accessibility standards.
C. Create a user story for accessibility standards.

Answer: B

Explanation:

Legal accessibility standards fall under non-functional requirements (NFRs), which define system constraints or quality attributes:
Applicability: NFRs like accessibility apply universally to the solution, ensuring compliance with ADA,

Section 508, and WCAG standards, as mandated for many Salesforce projects.

Consistency Across Features: Documenting accessibility as an NFR ensures the requirement is enforced universally and is not tied to specific functional user stories.
Industry Alignment: Salesforce emphasizes capturing non-functional needs to meet legal and organizational standards effectively.

Question: 299

Sales leadership at Cloud Kicks (CK) is concerned about the limited adoption of Salesforce at the company. CK's Salesforce implementation includes many custom pages. Multiple users have complained about waiting a long time for key functionality to display.
What is the recommended way for a business analyst to understand the opportunities for improvement?

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

Answer: B

Explanation:

The Lightning Usage App provides insights into user behavior and performance issues:
Identifying Bottlenecks: It highlights slow-loading pages and underused custom components, helping identify the root cause of user frustration.
Improving Adoption: Insights from the Lightning Usage App inform optimization efforts, ensuring key functionalities are accessible and user-friendly.
Salesforce Guidance: Salesforce recommends using this tool for performance and adoption monitoring, offering actionable data for system improvements.
By addressing these issues through data-driven analysis, the BA can propose meaningful optimizations to improve adoption and usability.

Question: 300

Universal Containers has a new client, and the business analyst wants to leverage customer-centric discovery to ensure a successful project outcome.
Which step of this process happens before the first requirements workshop?

A. Be Your Customer
B. Know Your Customer
C. Connect With Your Customer

Answer: B

Explanation:

The step "Know Your Customer" occurs before the first requirements workshop as part of the

customer-centric discovery process:

Understanding Background and Needs: This step focuses on researching the client's business, challenges, and goals to tailor the discovery process effectively.
Preparation for Workshops: Salesforce recommends thoroughly understanding the customer's context to ensure relevant and productive workshop discussions.
Customer-Centric Approach: Knowing the customer aligns with Salesforce's best practices for delivering value-driven solutions through empathy and preparation.

Question: 301

A business analyst (BA) has been assigned to a new project with Universal Containers. The program manager has shared a variety of documents with the BA prior to the project kickoff.
Which document will help the BA understand the project's goals, stakeholders, background, and scope?

A. System Requirements Specification (SRS)
B. Statement of Work (SOW)
C. Master Service Agreement (MSA)

Answer: B

Explanation:

The Statement of Work (SOW) provides the BA with an overview of the project's objectives, scope, and stakeholders:
Project Goals and Scope: The SOW typically outlines the purpose of the project, high-level deliverables, and boundaries.
Stakeholder Identification: It identifies key players and their roles, ensuring the BA understands the parties involved.
Background Information: The SOW includes contextual details about the business problem or opportunity driving the project, aiding in effective discovery.
Salesforce documentation emphasizes the importance of the SOW as a foundational document for project alignment.

Question: 302

After the completion of the most recent sprint at Cloud Kicks (CK), the business analyst (BA) provided a demo of three user stories for the customer support solution to a senior executive. During the demo, the BA showcased the following Salesforce functionalities:
1. Searching for an account
2. Creating a new case
3. Closing a case

After the demo, the BA received poor feedback stating that the executive was unsure about the definition of a "case."
What should the BA do differently in the next demo?

A. Confirm each user story includes a clear who, what, and why.
B. Update the environment to use language specific to CK.
C. Explain that the term is a Salesforce industry standard.

Answer: A

Explanation:

User stories should follow the "Who, What, Why" format to ensure clarity and relevance:
Avoiding Ambiguity: The feedback about the unclear definition of "case" highlights a lack of context in the user story. Following the "Who, What, Why" format ensures that stories are understandable to all stakeholders.
Best Practices: Salesforce recommends well-structured user stories to communicate functionality clearly during demos and workshops.
Stakeholder Alignment: Including the "why" links functionality to business value, helping stakeholders understand the purpose of features showcased.

Question: 303

Which step should a business analyst take to establish a connection with stakeholders during discovery sessions for a new Experience Cloud site?

A. Highlight their related Salesforce certifications to showcase expertise.
B. Share insights empathetically based on prior work that has solved similar problems.
C. Ensure the workshop schedule considers time zones and language differences.

Answer: B

Explanation:

Establishing a connection during discovery sessions requires empathy and relatable expertise: Building Rapport: Sharing examples from previous projects demonstrates understanding of stakeholder challenges and builds trust.
Solution-Oriented Discussions: Salesforce emphasizes empathy and relevant expertise to foster collaboration and align on project goals.
Effective Communication: This approach ensures stakeholders feel understood and confident in the BA’s ability to address their specific needs.

Question: 304

Cloud Kicks (CK) wants to incorporate a credit check process to verify prospects in Sales Cloud. CK asks the business analyst (BA) to identify which stage of the sales process that the credit check should be embedded.
What should the BA do to meet the requirement?

A. Create a process map.
B. Create a capability model.
C. Create a value stream map.

Answer: A

Explanation:

Creating a process map is the most effective approach to identify the appropriate stage in the sales process for embedding the credit check:
Visualization of the Sales Workflow: A process map provides a step-by-step representation of the sales process, making it easier to pinpoint where the credit check should be integrated.
Alignment with Business Flow: By mapping the process, the BA can collaborate with stakeholders to ensure the credit check aligns with other sales activities and does not introduce unnecessary delays. Salesforce Best Practices: Salesforce emphasizes understanding and documenting workflows to ensure any enhancements, such as credit checks, fit seamlessly into existing processes.

Question: 305

When customers have had an issue making an online purchase on the Northern Trail Outfitters (NTO) website, they submitted feedback about the quality of the service provided by the support team. MTO has listened to its customers and wants to make improvements.
How should the business analyst guide the conversation with stakeholders to identify meaningful process improvements?

A. Analyze CSAT numbers with stakeholders to identify major pain points.
B. Facilitate workshops with stakeholders to understand priorities.
C. Review support team feedback survey results with stakeholders.

Answer: B

Explanation:

Facilitating workshops is the best way to guide conversations and identify meaningful process improvements:
Stakeholder Engagement: Workshops bring together diverse perspectives, enabling stakeholders to share insights and prioritize issues based on their impact and feasibility.
Interactive Problem-Solving: Salesforce's business analysis methodology recommends workshops as an effective way to identify root causes and collaboratively develop solutions.
Prioritization: The collaborative format helps stakeholders focus on key pain points and align on process improvements that deliver the most significant value.

Question: 306

A business analyst is gathering requirements for an automation that triggers tasks when an opportunity status changes. The requirement is that the system must alert the finance team when an opportunity is won.
What is an example of a well-written user story in this scenario?

A. As a finance team member, I need to know when an opportunity is won that 1 can set up a billing

account and update the account number.
B. As an opportunity is won, task must be created for the finance team to set up a billing account and update the account the account number.
C. As the system, it need to alert the finance team when an opportunity is won so they can set up a billing account and update the account number.

Answer: A

Explanation:

This user story follows best practices in user story writing by addressing the "Who, What, and Why": Clear Perspective: The story is written from the perspective of the finance team member, ensuring the user's role and need are well-defined.
Action and Value: The "what" (setting up a billing account) and "why" (to support the opportunity won) are included, ensuring clarity and alignment with business goals.
Salesforce Guidance: Salesforce recommends framing user stories to reflect specific user needs, making the story actionable and valuable for the development team.

Question: 307

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

A. Ask the project sponsor to increase the project budget.
B. Ask the project manage to re-prioritize .. requirements.
C. Ask the project sponsor to request additional resources.

Answer: B

Explanation:

When faced with budgetary constraints, re-prioritizing requirements ensures alignment with available resources:
Budget Optimization: Re-prioritizing allows the team to focus on delivering high-value features while deferring less critical requirements.
Role Collaboration: Salesforce recommends close collaboration between the BA and project manager to adjust project scope and maintain alignment with business goals.
Stakeholder Alignment: This approach ensures transparency with stakeholders about changes in project focus due to budgetary constraints.

Question: 308

A business analyst (BA) sees that all the acceptance criteria they wrote for an upcoming project go live have passed unit testing.
How can the BA support the protect team to ensure the solution meets the business's needs before

demoing it to the relevant stakeholders?

A. Collaboration with stakeholders to establish to rollout communication and training plan.
B. Help conduct user acceptance testing to make sure the product works smoothly across all business processes.
C. Prepare documentation to summarize the QA team's test results for the business stakeholders.

Answer: B

Explanation:

User Acceptance Testing (UAT) ensures the solution meets business requirements and is ready for deployment:
Validation of Business Needs: UAT allows end users to test the solution against real-world scenarios, ensuring the product aligns with the business processes.
BA's Role in Testing: Salesforce highlights the importance of the BA in facilitating and supporting UAT to identify any gaps before stakeholder demos.
Smooth Transition: UAT provides an opportunity to refine the product and enhance user confidence in its functionality.

Question: 309

Universal Containers is merging with another company that uses a different CRM. During requirements workshops, the incoming support team has been proactively sharing ideas, but the incoming sales team has been less engaged.
What should the BA do to ensure they are able to gather the necessary requirements?

A. Put extra effort into following up with the sales team … requirements.
B. Shift focus to the support team since they are proactively providing requirements.
C. Continue the requirements workshops and hope the salesforce become more responsive.

Answer: A

Explanation:

Proactively engaging the sales team is crucial for gathering a comprehensive set of requirements: Ensuring Inclusivity:
All functional teams must provide input for a successful CRM merger. Salesforce encourages proactive engagement with less responsive stakeholders to ensure all perspectives are considered.
Addressing Resistance: Direct follow-ups allow the BA to uncover reasons for disengagement and address them effectively.
Balanced Requirements Gathering: This approach prevents an imbalance in requirements that may lead to solutions favoring one team over another.

Question: 310

Cloud Kicks (CK) is planning a project to optimize its lead to cash process. CK needs someone to

analyze data and draw business insights, understand business processes, and guide the business to the best implementation for the project.
Which role does CK need?

A. Business Analyst
B. Solution Architect
C. Salesforce Administrator

Answer: A

Explanation:

The role of the Business Analyst aligns with CK's needs for analyzing data, understanding business processes, and guiding implementation:
Core Responsibilities: A BA bridges the gap between business needs and technical solutions, ensuring optimal process improvements like the lead-to-cash process.
Salesforce Role Expectations: Salesforce BAs are trained to analyze data, document processes, and recommend best practices for implementations.
Collaborative Approach: A BA works closely with stakeholders, solution architects, and administrators to ensure successful project delivery.

Question: 311

The business analyst (BA) for Cloud Kicks' new Experience Cloud project needs to research behavioral differences across its customers. The BA must identify which behaviors unify customers so that the development team can use these behavioral nuances to anchor their app design.
What is the output of the BA's research?

A. Personas
B. Characters
C. Archetypes

Answer: A

Explanation:

Personas are the standard output for capturing behavioral differences and unifying traits among customers:
Definition of Personas: Personas are fictional representations of customer segments based on behavior, goals, and pain points. Salesforce emphasizes personas as a key deliverable to guide usercentric design in projects like Experience Cloud.
Role in Development: Personas help the development team design and anchor app functionality to meet user needs effectively, ensuring the solution is tailored to the real-world behavior of the target audience.
Alignment with Best Practices: Salesforce projects encourage the creation of personas during the discovery phase to align features and workflows with user expectations, driving engagement and satisfaction.

By delivering personas, the BA ensures the project team has a clear understanding of customer behavior to inform design decisions.