Salesforce

Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)

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

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

Answer: B

NEW QUESTION 2
The Salesforce delivery team at Cloud Kicks consistently has user stories that developers start but are unable to complete during each sprint. During the most recent retrospective, the development team expressed that they are running out of time to complete the stories. The team used the INVEST checklist to diagnose why these stories are incomplete at the end of the sprint.
Which checklist item is the most likely reason why the stories are incomplete at the close of the sprint?

A. Negotiable
B. Valuable
C. Small

Answer: C

NEW QUESTION 3
Cloud Kicks (CK) plans to establish a Center of Excellence (CoE).
How will CK benefit from using a CoE to define the long-term vision for its Salesforce org?

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

Answer: A

NEW QUESTION 4
Cloud Kicks wants managers to be able to approve time-off requests in Salesforce. A business analyst (BA) wrote the following:
User Story.
"As a manager, I want to communicate the status of time-off requests with employees so that I can increase employee satisfaction.'
• A manager can change the status of the request
• A manager can send a comment to the employee about their request.
• The solution must be intuitive.
Why does the BA need to make a change to improve the user story'

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

Answer: A

NEW QUESTION 5
A business analyst (BA) at Universal Containers is conducting discovery sessions for implementing
Experience Cloud. The key stakeholders have been assembled. The user stories have been written. What should the BA do next?

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

Answer: B

NEW QUESTION 6
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

NEW QUESTION 7
During a Service Cloud implementation at Cloud Kicks, the business analyst (BA) reviewed the user acceptance testing and identified results that conflict with the functionality that was requested, While the testing was error-free, business stakeholders indicted that values in reports and the layout of screens were unexpected.
What should the BA do next?

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

Answer: C

NEW QUESTION 8
The business analyst (BA) at Cloud Kicks is having a hard time documenting a user story to change an existing Opportunity flow for sales users. The architect expressed their concerns to the BA that they lack a comprehensive list of the components that will be affected by the updated flow.
Which best practice should the BA follow?

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

Answer: C

NEW QUESTION 9
The business analyst is working with a stakeholder on a Salesforce project. The stakeholder needs an approval process on contract submissions. Sales managers want to see all contracts when the discount is greater than 20%. They will decline any contracts with a discount that is greater than 25%, but they want visibility into other highly discounted contracts.
Which acceptance criteria is the most effective for this scenario?

A. A sales manager wants to be notified when a contract has been submitted with a discount greater than 20% so the manager can approve or decline a discounted price.
B. Users in a sales manager role should have access to a button on contracts to click to approve or decline a contract with a discounted price of 2G% or more.
C. A sales manager wants to be able to approve contracts with a large discount and they need a validation rule related to contract discounts greater than 25%

Answer: A

NEW QUESTION 10
Northern Trail Outfitters is eliciting feedback from a small number of key stakeholders within the organization for improvements to the current opportunity pipeline process. One of the stakeholders has a tendency to dominate the conversation which takes the group off topic and interfaces with meeting the objective.
How should the business analyst collaborate with the key stakeholder's?

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

Answer: A

NEW QUESTION 10
From where can an Admin unlock a user?

A. Setup > Locked Users > Unlock
B. Users > Select user > Unlock
C. Setup > Object Manager > Users > Select User > Unlock
D. Users > Logins > Unlock Users

Answer: B

NEW QUESTION 11
During the discovery phase of a Salesforce project, which types of analyses should a business analyst typically perform?

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

Answer: C

NEW QUESTION 15
A Salesforce business analyst (BA) has recently joined a new project to improve the Sales Cloud implementation at Cloud Kicks. The BA wants to quickly introduce new functionality to impress the customer.
Which action should the BA take?

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

Answer: A

NEW QUESTION 17
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: A

NEW QUESTION 22
The sales team at Universal Containers has concerns that the process for distributing new leads is too slow. The VP of sales has engaged a business analyst (BA) to help map out a process to distribute new leads quickly. The BA sets up a meeting with stakeholders and learns a stakeholder already has a solution in mind. What should the BA do next?

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

Answer: C

NEW QUESTION 26
The business analyst (BA) At universal Containers is writing user stories for its Salesforce Field Service implementation.
What should the BA evaluate to understand the understand the risk level of the user stories?

A. Scope, resource, and documentation impact
B. Team, budget, and timeline impact
C. Technical, operational, and regulatory impact

Answer: A

NEW QUESTION 30
The business analyst at Northern Trail Outfitters receives a requirement from the CRM manager to have visibility into their team's queues to monitor open cases.
Which user story meets this requirement?

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

Answer: B

NEW QUESTION 33
A business analyst (BA) at Northern Trail Outfitters (NTO) is assigned to a project to help revamp n process. The current process used by the sales team is different than the process outlined in NTO's documentation.
Which step should the BA take first?

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

Answer: C

NEW QUESTION 37
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: B

NEW QUESTION 40
The service Center at Universal Containers is deploying a new case management solution. Management has asked the project team to prepare for end user training. The project team consists of an admin and a business analyst (BA).
Which task should be assigned to the BA?

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

Answer: B

NEW QUESTION 42
Northern Trail Outfitters (NTO) wants to leverage the power of Sales Cloud to implement its lead to cash process. A business analyst (BA) is tasked with understanding NTO's current processes, identifying areas of improvement, and communicating it effectively to stakeholders.

What should the BA use to accomplish the goal?

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

Answer: B

NEW QUESTION 46
Cloud Kicks is implementing cases to handle its growing volume of customer inquiries. The Business analyst (BA) on the implementation has 2 years of experience with Service Cloud. This is one of the user stories the BA wrote for the implementation:
A customer service representative wants to use Salesforce Macros to update notes and change the case stats to close to reduce the time spent on each case.
Which mistake did the BA make when writing this user story?

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

Answer: B

NEW QUESTION 49
The finance team is rolling out a new sales process in Sales Cloud for opportunities that are Closed/Won. After meeting with the team, a business analyst (BA) realizes that several requirements for the new process will need further refinement.
What should the BA use to keep track of changes to the process documents?

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

Answer: C

NEW QUESTION 54
A business analyst at Universal Containers is converting a requirements document into user stories for upcoming Manufacturing Cloud deployment. The first requirement is "finance needs a time tracking sys containers."
Which option best represents the "IF component of the INVEST checklist to make a good user story from this requirement?

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

Answer: B

NEW QUESTION 58
Cloud Kicks (CK) faces challenges with accurate reporting and metrics to use when CK schedules service agent shifts. The VP of service is unsure how the challenges can be solved in Salesforce.
Which analysis should a business analyst perform?

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

Answer: C

NEW QUESTION 61
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

NEW QUESTION 63
Universal Containers (UC) has chosen to implement Sales Cloud and Service Cloud to increase revenue and remove bottlenecks in its current processes. A business analyst (BA) is tasked with diagramming business processes.
What should the BA do to successfully meet governance requirements to identify the business purpose?

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

Answer: B

NEW QUESTION 65

A sales manager at Cloud Kicks recently learned about Salesforce Macros and believes service agents could benefit from the feature. The sales manager created the following user story: "As a service agent I want Salesforce Macros to complete repetitive tasks faster."
What should the business analyst change to improve the user story?

A. Replace the specific feature with a goal.
B. Change the user story to the sales manager persona.
C. Add a quantifiable reason why the feature is needed.

Answer: A

NEW QUESTION 66

Universal Containers uses Kanban to complete its Salesforce development. In the middle of a sprint, the sales manager submits an important item to the team.
What should the business analyst do next?

A. Ask the team to reprioritize the backlog and work on the item at the top.
B. Ask the team to commit to the work for the next sprint.
C. Ask the team to pivot and complete the work immediately.

Answer: A

NEW QUESTION 71

Universal Containers (UC) uses a Salesforce org. UC is merging with a sister company that uses a different CRM. The incoming sales team is reluctant to change to a different process. The business analyst (BA) has been asked to help reach consensus and drive adoption.
Which group is well positioned to help the BA secure alignment for the initiative?

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

Answer: A

NEW QUESTION 73

The project team at Universal Containers has started to review the existing Salesforce manufacturing solution that has low adoption and a variety of customization including custom objects, custom fields, renamed standard fields.
What should the business analyst recommend to the project team to increase understanding when documenting requirements, process and potential solutions?

A. Use customer terminology and language.
B. Use industry terminology and language.
C. Use Salesforce terminology and language.

Answer: B

NEW QUESTION 74

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

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

Answer: A

NEW QUESTION 77

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

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

Answer: B

NEW QUESTION 80

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

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

Answer: A

NEW QUESTION 85
The business analyst (BA) at Universal Containers has been capturing the requirements for a major Sales Cloud release. An admin has been deploying the resulting system changes. The quality assurance (QA) team has run into challenges when testing the changes. The BA is unaware of deployment and testing challenges.
What should the BA do to resolve these challenges with the release team?

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

Answer: A

NEW QUESTION 89
A business analyst (BA) is compiling a list of subject matter experts to consult throughout the discovery for a new Service Cloud implementation.
What is the primary value of the BA speaking with customer service reps?

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

Answer: A

NEW QUESTION 91
While working on a new Sales Cloud feature request for the sales team at Northern Trail Outfitters, the business analyst (BA) uncovers a workflow which could have an impact on the service team. The sales director assures the BA that the impact to service would be minimal.
Which step should the BA take next?

A. Review the effort and impacts with the service team, and work to align requirements across the teams.
B. Continue with the effort as defined by sales and add a backlog item to review the service impacts in the future.
C. Prioritize the effort as defined by sales and ask the director to review any service impact
D. .

Answer: A

NEW QUESTION 94
Northern Trail Outfitters (NTO) has acquired a competitor. The agreement is to migrate the acquired company into NTG's Technological Platforms. One of its challenges is to offer a unified customer experience while strengthening the relationship with its customers. The business analyst (BA) has been asked to translate the business objectives and assemble an improved and standard customer experience.
Which strategy should the BA use to accomplish the goal?

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

Answer: B

NEW QUESTION 99
Universal Containers is transitioning to Slack as its internal communication tool and is ready to release. What is the final step that a business analyst should perform during the user acceptance testing process that would ensure a "go" decision?

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

Answer: B

NEW QUESTION 103
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

NEW QUESTION 104
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 largepromotion so I have a frictionless shopping experience.
B. As a site administrator of the CK website, I want to make sure that the web server can process requests at 150% of the average traffic rate during the latest promotion.
C. As a user, I want to make sure that shoppers on the CK website can complete their purchases without disruption during the newest promotion.

Answer: B

NEW QUESTION 105

A business analyst (BA) discovers that universal Containers automated case assignments in Service Cloud. UC uses case assignment rules to route cases to predefined team. The UC leadership team wants to improve how cases are routed.
What should the BA recommend to help the resolve a common obstacle?

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

Answer: C

NEW QUESTION 110

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

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

Answer: C

NEW QUESTION 111

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

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

Answer: C

NEW QUESTION 116

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

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

Answer: A

NEW QUESTION 120

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

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

Answer: A

NEW QUESTION 121

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

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

Answer: B

NEW QUESTION 126

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

a user story?

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

Answer: A

NEW QUESTION 127
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

NEW QUESTION 129
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

NEW QUESTION 134
A sales manager at Universal Containers (UC) customized all of their list views on the Account object to include a new field. Although they have multiple list views. The sales manager prefers to keep the recently viewed list as their default list. When the manager realize they are unable to modify the recently viewed list, they reach out to UC's Salesforce team for help?
What are the next steps the business analyst should take?

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

Answer: B

NEW QUESTION 137
A business analysis (BA) is creating a business flowchart to review with a customer service team that is using service team that is using Service Cloud. The team is organized by the products and the regions they support.
Which step should the BA include e in the business flowchart?

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

Answer: A

NEW QUESTION 141
Which of the salesforce app providers will be able to unlock a locked user with their phones?

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

Answer: B

NEW QUESTION 144
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: A

NEW QUESTION 148

Of the following Locale Settings, select which one CANNOT be selected when creating a new user.

A. Time Zone
B. Language
C. Working Hours
D. Locale

Answer: C

NEW QUESTION 153
A new employee at Universal Containers just sent the business analyst (BA) a Slack message with an named User3tories_v37_final_final_final.docx.
Which best practice should the 6A train the employee on fir

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

Answer: C

NEW QUESTION 155
Universal Containers has asked a business analyst (BA) to assist the sales management team with a request for a new picklist field called "Lost Reason" on the Opportunity object with the goal of improving pipeline reports. After mapping the managers to the sales leader persona and obtaining feedback from them, the BA has discovered that the managers want to better understand Closed/Lost Opportunities so they can help sales teams close more deals.
Which option should the BA use to construct the user story?

A. As a sales leader, I want to see more details on Closed/Lost Opportunities so I can help the sales team improve close rates.
B. As a sales team member, I need additional enablement training and reporting information to help the improve close rates.
C. AS a sales leader, I need a new "Closed/Lost Reason" picklist field on Opportunities and better reports to help the sales team improve close rates.

Answer: C

NEW QUESTION 160
Which users will be able to reset a Single Sign-On user Password?

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

Answer: C

NEW QUESTION 161
Sales managers at Northern Trail Outfitters (NTO) have received feedback from sales reps that record pages are slow and often take longer to load when using the app on the phone. The business analyst (BA) has been asked to evaluate NTO's org to find out which pages are the slowest to load when using the app on the phone.
What is the first step the BA should take to help resolve the issue?

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

Answer: B

NEW QUESTION 166
Cloud Kicks hired a new business analyst (BA) to join an experienced cross-functional team that has successfully delivered high-quality Salesforce solutions to global stakeholders. The BA wants to quickly become a trusted advisor to the team.
What should the BA do?

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

Answer: C

NEW QUESTION 170
Cloud Kicks has completed the user acceptance testing (UAT) phase of a major update to Sales Cloud for its EMEA sales team.
How should the business analyst help the EMEA sales team learn the new features?

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

Answer: A

NEW QUESTION 172

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

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

Answer: B

NEW QUESTION 173
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

NEW QUESTION 174
The leadership team at Universal Containers (UC) is focused on customer retention. The business analyst (BA) has been asked to implement a new customer for life program on the salesforce platform. Before their can move forward, they need to understand the lifecycle and all of the related interaction that IC has with its customers.
Which type of session should the BA perform?

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

Answer: B

NEW QUESTION 175
The business analyst at Universal Containers is writing users stories to support the Salesforce implementation for the sales operations division.
There is a request for visibility into sales rep' pipeline so that can see their revenue. Which missing component is necessary to finish this user story?

A. Who
B. Why
C. When

Answer: B

NEW QUESTION 179
Up to how many Profiles can a User have?

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

Answer: D

NEW QUESTION 184
Cloud Kicks has moved into the quality assurance (QA) phase of Salesforce product configuration and extension. The QA team is now trying to confirm it has delivered value to stakeholders based on business requirements. The team is asking questions such as, "Did we build the right product?'' and "Did we build the product right?"
Which element should the business analyst use to help the QA team validate that the product fulfilled the requirements without ambiguity?

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

Answer: C

NEW QUESTION 188
A business analyst (BA) at Universal Containers (UC) has been asked to evaluate a business process at a high level and in detail, while also keeping regulatory considerations in mind. Management wants to use the output from the BA's evaluation to inform decisions about UC's future implementations of Sales Cloud and Service Cloud.
What should the BA use for their evaluation?

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

Answer: C

NEW QUESTION 189
The business analyst (BA) at Universal Containers is preparing for user acceptance testing (UAT) for an Experience Cloud implementation.
Which people should participate in UAT?

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

Answer: C

NEW QUESTION 190
After reviewing a technical demo, the Northern Trail Outfitters sales leadership team wants to mate adjustments to the original requirements around Sales Cloud opportunity management.
What should the business analyst do to manage the requested changes?

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

Answer: B

NEW QUESTION 191
Cloud Kicks has assembled a new product team to launch a brand ambassador partner portal in Experience Cloud. The team is debating various ways to document the requirements. The business analyst recommends writing user stories within the Agile methodology.
What is the benefit of creating user stories when documenting project requirements?

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

Answer: C

NEW QUESTION 195
A business analyst (BA) is reviewing the risks associated With a proposed solution leveraging Cases and Support Queues, and the effect that those risks might have on the project timeline.
Which type of analysis is the BA performing?

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

Answer: B

NEW QUESTION 200
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: A

NEW QUESTION 202
The quality assurance (QA) team at Cloud Kicks is reviewing user stones to write test scripts. The QA team is having difficulty with a specific story where a modification to an existing flow is needed for a custom object. The QA team is unable to discern what needs to be tested as a result of the updated flow.
What should the business analyst review and revise to provide more clarity to the QA team?

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

Answer: A

NEW QUESTION 206
Universal Containers (UC) has decided to implement Salesforce and has assigned a business analyst (BA) to write user stories for the project. The BA plans to meet customer to their experience in their own words.
Which type of research should the BA use to elicit user stories from UC's customers?

A. Shadowing
B. Interviewing
C. Behavioral

Answer: B

NEW QUESTION 211
A business analyst (BA) at Universal Containers (UC) has been asked to improve the user experience (UX) of marketing employee who manages webinar data. 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

NEW QUESTION 214
The sales teams at Universal Containers (UC) want to add a custom field to a page layout. The IT manager reminds the business analyst (BA) that UC uses the Application Lifecycle Management (ALM) process. The addition of the custom field and subsequent release to everyone in the organization must follow this process.
What is the first step in the ALM process that should be taken?

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

Answer: A

NEW QUESTION 216
A business analyst (BA) is working on a request from a sales leader at Universal Containers. The sales leader has noticed the quality of information on new leads has declined recently. After completing their initial research, the BA concludes that the Salesforce lead intake form needs to be updated to include only essential information. Since several sales teams use the intake form, the BA must get alignment from all of the groups.
How does whiteboarding help the BA collaborate with multiple stakeholders?

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

Answer: B

NEW QUESTION 221
Universal Containers is implementing a Salesforce solution that's designed to transform its customer service division. During sprint planning, it was determined that the development team would be able to successfully deliver all remaining work items. However, due to unplanned delays, the development team is now at risk of being unable to complete the work items.

Work Item	User Story	Epic	Priority	Effort
US-4007	Case Closure Action	Case Closure	High	12 hours
US-4008	Case Reason Reports	Case Reports	Medium	12 hours
US-4009	Case Age Reports	Case Reports	Medium	4 hours
US-4010	Case Routing by Type	Case Routing	Low	12 hours

The project manager has asked for the business analyst's (BA) help to prioritize the remaining work items. The development team has 16 hours of capacity remaining and is focused on launching a minimum viable product (MVP) of the customer service solution as soon as possible.
Which work items should the BA prioritize with the remaining 16 hours of development capacity? US-4008 and US-4009

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

Answer: B

NEW QUESTION 222
Which permission is required to create, delete, refresh or activate a Sandbox?

A. Sandbox Editor
B. Environment Manager
C. System Administrator
D. Manage Sandbox

Answer: D

NEW QUESTION 224
As a part of discovery, the business analyst (BA) at Universal Containers is trying to understand how Salesforce was implemented.
What should the BA utilize to help uncover any technical constraints or potential problems in a Salesforce implementation?

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

Answer: A

NEW QUESTION 226
The business analyst (BA) at Universal Containers is meeting with business leaders to elicit and document functional requirements specifications related to its new Salesforce implementation. The BA will also document the functionality this system should provide so it can be developed into a work item.
What is the name of this documentation type?

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

Answer: A

NEW QUESTION 228
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

NEW QUESTION 230
A business analyst (BA) at Northern Trail Outfitters is preparing for a user acceptance testing (UAT) session for a global Sales Cloud project.
What should the BA do to engage the business most effectively during UAT"?

A. Hand or ownership for writing, reviewing, and executing UAT scenarios, providing feedback, and approval for release to business stakeholders.
B. Work with quality assurance analysts to collaborate in writing, reviewing and executing UAT scenarios, providing feedback, and approval for release.
C. Work business stakeholders to collaborate in writing, reviewing, and executing UAT scenarios, providing feedback, and approval for release.

Answer: C

NEW QUESTION 235
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

NEW QUESTION 239
The data science team at Universal Containers (UC) has been asked to analyze the sales team's data within Salesforce. Early In their research, the data science team discovered concerns about data quality. UC has brought in a business analyst (BA) to help address the concern.
What should the BA focus on doing first during the initial discovery phase?

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

Answer: C

NEW QUESTION 243
The Salesforce team at Cloud Kicks (CK) is reviewing the sales team's business processes. During a review session, the business analyst notices that quantifiable benchmarks have yet to be established.
Why is it a best practice to establish benchmarks to evaluate existing processes?

A. Proves processes are out of date and require a new solution
B. Compares processes against CK's closest competitors
C. Shows tangible impact from changes to processes

Answer: C

NEW QUESTION 245

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

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

Answer: C

NEW QUESTION 248
Northern Trail Outfitters (NTO) has noticed that many customers are posting to social media about issues they are having with a new product. The services team is looking for easy ways to engage with these customers and resolve their complaints. During the first discovery meeting of the project, the business analyst (BA) hears that the VP of services and support wants to implement Omni-Channel for NTO's Service Cloud.
What should the BA do first to ensure the ongoing success of the project?

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

Answer: B

NEW QUESTION 250
Which Information should the BA gather during the initial discovery meeting?

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

Answer: B

NEW QUESTION 253
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