Certified-Business-Analyst Dumps

Salesforce Certified Business Analyst Exam (SP22)

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NEW QUESTION 1

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

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

Answer: B

NEW QUESTION 2

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 3

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 4

A business analyst (BA) at Northern Trail Outfitters was asked to create a new user story for a Sales Cloud update requested by the inside sales team. The BA created the following story:
"As a user, I need visibility to customers' purchase history details so I can increase efficiencies and improve closure rates by better tailoring sales offerings."
Which mistake did the BA make when creating this story?

A. The goal is undefined.
B. The persona is undefined.
C. The need is undefined.

Answer: A

NEW QUESTION 5

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 6

A business analyst (BA) at Northern Trail Outfitters has been asked to prepare documentation including acceptance criteria and definition of done for a Heroku project.
Which way should the BA approach creation of this documentation?

A. Include the personal perspective for acceptance criteria and the overall perspective for definition of done.
B. Create one consolidated set of documentation as the two terms are synonymous and used interchangeably.
C. Include the overall perspective for acceptance criteria and the persona's perspective for definition of done.

Answer: A

NEW QUESTION 7

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

A. Google Play
B. AppExchange
C. App Store

Answer: B

NEW QUESTION 8
Northern Trail Outfitters (NTO) has completed a project with a third-party event organization platform to enhance its MVP Experience Site. Many features were left in the project backlog. NTO's IT team is beginning a new phase of work on the Experience Site to build additional features requested by business stakeholders and wants to include the items that were left in the backlog in the first phase.
How should the business analyst coordinate the user stories to most efficiently manage the new project timeline?

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

Answer: B

NEW QUESTION 9
The business analyst (BA) at Northern Trail Outfitters recently configured a feature on Opportunities for the sales team. The BA plans to gather feedback from a small group of end users before rolling out the feature to the entire company.
What should the BA do to present this information?

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

Answer: B

NEW QUESTION 10
A business analyst at Universal Containers has begun user acceptance testing for a new Experience Cloud implementation with the project team. A major gap for one of the personas was identified in the documented scenarios.
What went wrong?

A. Failure to include all stakeholders in the requirements gathering process
B. Failure to perform thorough unit testing during the development process
C. Failure to validate the application against the functional requirements

Answer: A

NEW QUESTION 10
Northern Trail Outfitters (NTO) is a rapidly growing company that hired a business analyst (BA) to help revamp its sales and support processes. The stakeholder at NTO wants to understand the value of Application Lifecycle Management (ALM).
What are benefits of ALM that the BA should share with the stakeholder?

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

Answer: A

NEW QUESTION 15
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 19
Universal Containers has several independent Salesforce projects this quarter involving shared objects and a complex deployment process managed by a DevOps team. While smoke testing the shared user acceptance testing (UAT) environment, the business analyst (BA) noticed that one of the minor changes to the Account to the Account page layout for the project is missing. The client is eager to begin its UAT.
What should the BA do to address the issue?

A. Make the page layout change directly in UAT so the client can begin testing.
B. Log a defect for the page layout change and discuss it with the DevOps team.
C. Ask the project manager to reschedule UAT until after the defect is resolved

Answer: B

NEW QUESTION 23
The scrum team working on Salesforce projects at Northern Trail Outfitters plans to review the current build with stakeholders to gather feedback. The business analyst will facilitate the meeting.
Which type of meeting should be held?

A. Retrospective

B. Daily stand-up
C. Sprint review

Answer: C

NEW QUESTION 25
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 30
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 33
Universal Containers just rolled out a new sales methodology and process. A month after the initial training, the manager has noticed some reps have a large number of overdue tasks. The manager is unsure if it's a learning curve or a system issue and has asked the business analyst (BA) to determine the cause and recommend a solution.
Which method should the BA use to start collecting data?

A. Brainstorming and prototyping
B. Observation and interviewing
C. focus groups and workshops

Answer: B

NEW QUESTION 34
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: B

NEW QUESTION 36
A business analyst has been tasked with leading prototype efforts for a Salesforce project. What is a prototype?

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

Answer: B

NEW QUESTION 41
The business analyst (BA) at Northern Trail Outfitters is writing user stories for a Service Cloud implementation.
In which order should the BA arrange the three components of a user story?

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

Answer: B

NEW QUESTION 45
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 48

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 leadershi
C. and engage the larger team to answer questions directly/ related to their roles when needed.
D. Lead the stakeholders in creating a team agreement that assigns project roles and outlines how the team will collaborate, disagree, develop trust, and define success

Answer: C

NEW QUESTION 50

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

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

Answer: B

NEW QUESTION 51

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

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

Answer: B

NEW QUESTION 56

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

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

Answer: A

NEW QUESTION 59

Which element of the storytelling process for UX is described here: "A hurdle that makes it difficult for your heroes to succeed on their journeys."

A. Challenge
B. Monster
C. Victory
D. Helper

Answer: A

NEW QUESTION 64

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

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

Answer: A

NEW QUESTION 65

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

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

Answer: A

NEW QUESTION 66
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 71
A new business analyst (BA) wants to follow the correct order of phases in the implementation lifecycle on a Salesforce project.
How should the BA approach the project?

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

Answer: A

NEW QUESTION 75
Which User access and sharing features would you use for the following use case: it is the first time a user logs in and they need to be sent an email with a way to authenticate their email.

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

Answer: D

NEW QUESTION 77
At Cloud Kicks (CK), the marketing director's management style is results-driven. CK uses scrum methodology when developing improvements to its Salesforce org. The director requests urgent enhancements in the middle of a sprint that require changes by the development team, The director believes their needs are of the highest importance.
What should the business analyst do when disruptions to the project occur?

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

Answer: A

NEW QUESTION 82
The business analyst (BA) at Universal Containers needs to gather information for their project including the steps a user takes to accomplish a goal, challenges a user faces, people the user interacts with, applications they use to complete the steps, and their level of morale as they move through the process.
Which elicitation technique should the BA use?

A. journey Mapping
B. Survey /Questionnaire
C. Focus Groups

Answer: A

NEW QUESTION 87
The business analyst (BA) on the Salesforce development team at Northern Trail Outfitters is leading a requirements elicitation workshop about the process for onboarding new wholesale partners. While whiteboarding the process, one stakeholder continuously interrupts and points out inefficiencies with invoicing and delivery processes.
What should the BA do to prevent the session from being derailed?

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

Answer: C

NEW QUESTION 90
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 93
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 98
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 102
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

NEW QUESTION 106
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 109
The business analyst (BA) at Northern Trail Outfitters is helping to improve the process for handling customer returns using Salesforce. The BA has completed a current state process map to identify areas for improvement. The BA plans to present ideas for a future state return handling process to the larger project team.
What should the BA present to the team in a way that is relatable and invites discussion, feedback, and ideas?

A. A prototype for a specific business outcome
B. Detailed technical documentation with annotations
C. A story using personas to illustrate potential solutions

Answer: C

NEW QUESTION 114
Universal Containers (UC) is wording with an implementation partner to help it optimize Salesforce. A new business analyst (BA) from the partner was introduced to UC stakeholders a few weeks into the project The BA is getting to know each of the stakeholders by their roles and contributions. However, the BA had one misstep and is slightly embarrassed.
What should the BA do to build trust with the stakeholders?

A. Be vulnerable and own their mistake.
B. Promise to work harder to avoid other mistakes.

C. Ask their supervisor for help immediately.

Answer: A

NEW QUESTION 117
Universal Containers wants to integrate its Salesforce org with the largest online professional network so its sales reps can view information directly on Salesforce records. The business analyst will write acceptance criteria for this scenario.
What is an example of good acceptance criteria?

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

Answer: C

NEW QUESTION 121
A business analyst is using storytelling to communicate the vision for a Salesforce solution to business stakeholders.
Which storytelling technique should the BA use in their initial demo of a solution to business stakeholders?

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

Answer: B

NEW QUESTION 122
Northern Trail Outfitters (NTO) has moved its inventory systems to Salesforce to track the clothing it manufactures and sells. As a part of this project, NTO wants to implement several features which will also improve how its inventory is restocked. In order to manage the discovery phase of the project, the project team plans to hire a business analyst (8A).
What should a BA do to be successful during the first phase of the project?

A. Elicit requirements, build automation, and deploy a solution,
B. Architect a solution, configure a sandbox, and build a proof of concept.
C. Elicit requirements, create flows and process diagrams, and understand business analytics.

Answer: C

NEW QUESTION 127
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 131
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 132
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 134
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 139

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: A

NEW QUESTION 144

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 148

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 153

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

NEW QUESTION 156

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: C

NEW QUESTION 158

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 160

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

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

Answer: A

NEW QUESTION 162
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: C

NEW QUESTION 166
Cloud Kicks (CK) wants to enhance the user experience for customer service agents on Service Cloud so they can effectively meet their service-level agreements.
CK has a vision for the future state, but needs to understand how to achieve it. A business analyst (BA) has been assigned to help with this goal.
Which type of document should the BA use to meet the requirement?

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

Answer: C

NEW QUESTION 168
What are the business analyst's responsibilities during the analyze phase of the Salesforce implementation lifecycle?

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

Answer: C

NEW QUESTION 169
The sales team recently received training on a new sales methodology. When viewing an Opportunity in Sales Cloud, the sales manager wants the sales cycle to include new stages in addition to multiple custom fields. The business analyst is starting to construct user stories to support the new process.
What should each user story include?

A. Value, purpose, and need
B. Who, what, and why
C. Who, where, and how

Answer: B

NEW QUESTION 170
Northern Trail Outfitters is getting ready to enter the user acceptance testing (UAT) phase of its latest Salesforce project. The business analyst (BA) plans to solicit and document sign-offs from the business as part of the UAT process.
Which sign-offs should the BA seek?

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

Answer: A

NEW QUESTION 171
Which of the following User Management terms is best described by this definition: " Item assigned to a User that determines the functionality that they can access across the Salesforce ecosystem".

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

Answer: B

NEW QUESTION 173
A business analyst (BA) is working with the support team at Cloud Kicks (CK) on a Service Cloud implementation. The BA has decided to create a process map to understand CK's current merchandise return process.
What are the top three benefits of creating a process map?

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

Answer: B

NEW QUESTION 177
The VP of sales at Clod Kicks wants to streamline the lead qualification process to improve the team's productivity and help them reach their target goals. A business analyst (BA) has been assigned to the project to identify the disconnect between the sales and marketing teams' definition of a qualified lead?
What should the BA focus on?

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

Answer: C

NEW QUESTION 181
The Business analyst (BA) at Northern Outfitters (NTO) has gathered preliminary functional requirements for an upcoming Salesforce implementation project. Before translating these requirements into user stories, the BA wants to gain additional perspective, feedback, and detail on the requirements from the NTO team. Which document should help the BA gather this information?

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

Answer: A

NEW QUESTION 183
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

NEW QUESTION 184
Cloud Kicks has decided to implement a case management process through Service Cloud. A business analyst (BA) has been tasked with writing requirements for this new feature.
Which process should the BA follow to draft and finalize the requirements?

A. * 1. Review information from the discovery.* 2. Ask clarifying questions.* 3. Draft requirements.* 4. Share requirements with the technical so they can begin building.* 5. Create user acceptance criteria and test cases.
B. * 1. Review information from the discovery.* 2. Draft requirements.* 3. Ask clarifying questions.* 4. Draft user stories.* 5. Share user stories with the technical team so they can begin building.
C. * 1. Review information from the* 2. Ask clarifying questions.* 3. Draft requirements.* 4. Refine and confirm requirements.* 5. Prioritize which requirements will be included in the minimum viable product.

Answer: C

NEW QUESTION 188
The business analyst at Universal Containers is helping the team transition from workflow rules to flows. The work has been built and it is time to kick off user acceptance testing (UAT).
What is the goal of UAT?

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

Answer: A

NEW QUESTION 190
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 192

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

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

Answer: A

NEW QUESTION 196
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

NEW QUESTION 199
The business analyst (BA) at Cloud Kicks is managing a project to build a recruiting app for the management and human resources (HR) teams. The HR director wants the app to help the team navigate the hiring process more efficiently. The BA designs a Stakeholder Wheel to better understand all of the people with an interest m the project.
Which level of influence should the BA place the MR Director on the stakeholder wheel?

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

Answer: B

NEW QUESTION 201
A business analyst (BA) at Universal Containers has been assigned to a Salesforce project that will have an impact on more than 5,000 office locations across the globe. The BA needs to identify the people who can describe the business problem and provide detailed requirements.
Which document should the BA use?

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

Answer: C

NEW QUESTION 202
The business analyst (BA) needs to identify collaborators for the current Salesforce CPQ project. The documentation has already been analyzed.
What is another important step the BA should take to identify the correct decision makers?

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

Answer: C

NEW QUESTION 203
Cloud Kicks (CK) needs to implement an event management system within Salesforce. After researching potential solutions, a managed package meets the majority of CK s business requirements. However, the CRM director has expressed a desire to heavily customize an open source solution.
Which benefit of using a managed package versus an open source solution should the business analyst share to help the CRM director make a decision?

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

Answer: A

NEW QUESTION 208
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 212

Universal Containers is focused on an initiative to streamline its channel management processes. Due to the level of complexity, the business analyst (BA) will gather and document the key points in preparation to build a more detailed process map.
Which diagram should the BA use in this case?

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

Answer: A

NEW QUESTION 215
The business analyst (BA) at Cloud Kicks is deep in planning activities for its Commerce Cloud implementation project. The project sponsor asks the team to adjust their efforts due to budgetary constraints.
What should the BA do next?

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

Answer: C

NEW QUESTION 220
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