Salesforce

Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)

NEW QUESTION 1
The business analyst (0A) at Universal Containers has met with stakeholders and is using the waterfall methodology to capture requirements for Sales Cloud enhancements for a future product release.
What is the next step for the BA to take before build can begin?

A. Define the minimal viable product.
B. Get approval and signoff on the requirements.
C. Schedule sprint planning meetings.

Answer: B

NEW QUESTION 2
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 3
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: C

NEW QUESTION 4
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 5
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 6
Business analyst (BA) at Universal Containers looks at the user stories for a new implementation of the for salesforce Customer Data Platform (CDP) and notices they are too large. The BA recommends that the large Dries be broken down into smaller stories which will decrease the future level of effort for subsequent ac.
Which activity will be mast impacted by breaking down the user stories?

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

Answer: C

NEW QUESTION 7
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 8
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 9
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 10
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 10
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 14
Northern Trail Outfitters has decided to implement Sales Cloud. A business analyst (BA) has been assigned to document the requirements for this project.
What should the BA include in these requirements?

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

Answer: C

NEW QUESTION 19
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

NEW QUESTION 21
An executive at Cloud Kicks has tasked the internal Salesforce staff with the optimization of a very manual process in its Salesforce org,
What should the business analyst do first before a future state is proposed to key stakeholders?

A. Manage project integrations with the technical team.
B. Discuss project trade-offs with the executive sponsor.
C. Hold a kickoff meeting to set expectations with the project team.

Answer: C

NEW QUESTION 24
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

NEW QUESTION 29
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 32
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 35
Northern Trail Outfitters (NTO) wants to address a recent group of complaints it received from the service team The NTO Salesforce team was alerted Chat the current routing process is preventing cases from reacting the correct service team without manual intervention.
Which action should the business analyst take to best understand and document the and recommend a future state?

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

Answer: A

NEW QUESTION 36
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 41
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 42
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 45
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 47
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 52
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 54
Universal Containers is setting up a Salesforce email integration for the sales team. Through discovery conversations, the business analyst (BA) learns the operations team also needs email integration in the near future.
What should the BA do next?

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

Answer: A

NEW QUESTION 56
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 58
Universal Containers recently kicked off a project to build an Experience Cloud solution for partners. Partners need to upload their monthly sales reports to this account portal.
Which option should the business analyst use as the functional requirement specification?

A. Partners need to submit monthly sales reports.
B. The portal should allow for partners to upload monthly sales reports.
C. The portal should allow for partners to access monthly sales reports.

Answer: B

NEW QUESTION 61
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

NEW QUESTION 64
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 68
The VP of sales at Cloud Kicks wants to streamline the lead qualification process to improve the team's productivity and help them reach their target goals. A business analyst (BA) has been assigned to the project to identify the disconnect between the sales and marketing teams' definitions of a qualified lead.
What should the BA focus on?

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

Answer: C

NEW QUESTION 69
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 74
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 79
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 80
The business analyst (BA) at Universal Containers is also its primary system admin. The BA knows that version is mandatory when it comes to releasing.
What is the most efficient process for the BA to track the changes they are committing?

A. Agile planning
B. DevOps
C. Metadata backups

Answer: B

NEW QUESTION 82
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 85
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 90
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

NEW QUESTION 91
The business analyst (BA) at universal Containers is grooming user stories to add to the next sprint The BA Is having difficulty understanding the level of testing that's necessary for a particular story involving an update to an Important trigger.
What should the BA do to address the need for user acceptance testing (UAT)?

A. Run all Apex tests using change set validation.
B. Gather testing requirements from the stakeholder.
C. Perform testing on all objects in the trigger.

Answer: B

NEW QUESTION 96
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 101
Cloud Kicks is creating a new lead conversion process in Sales Cloud. During a recent sprint, the business analyst created user stories related to the Opportunity object. Test scripts were created for the lead conversion process. All of the test scripts passed and the new functionality was deployed. After deployment, end users reported error messages when manually creating new Opportunities.
Which area of user acceptance testing (UAT) was overlooked"

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

Answer: C

NEW QUESTION 102
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 106
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 111
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 114
The Salesforce project team at Universal Containers is reviewing a backlog of user stories to add to an sprint. The team is unsure of which story to begin working on.
What should the business analyst do to help with prioritization?

A. Verify acceptance criteria.
B. Identify dependent components.
C. Delete the definition of done

Answer: B

NEW QUESTION 118
During a sprint grooming session for the Sales Cloud implementation at Cloud Kicks, the development team mentions the step "Code Review by Technical Architect" listed within the acceptance criteria needs to be adjusted.
Which location should the business analyst move this item to?

A. Project plan
B. Definition of done
C. Pull request template

Answer: A

NEW QUESTION 122
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 126
The business analyst is auditing data access by documenting Field-level Security on the Account object in Salesforce.
How do end users participate as stakeholders in data Governance?

A. They export their data back it up locally.
B. They implement their data entry workarounds in the system.
C. They provide valuable feedback on how they use data.

Answer: C

NEW QUESTION 127
Which step should a business analyst take to establish credibility and covert empathy with stakeholders during discovery sessions for a new Experience site?

A. Describe work with other companies that has solved similar problem.
B. Ensure the workshop schedule consider tome zone and language differences.

C. Reiterate the project objectives and the KPIs that will be tracked.

Answer: A

NEW QUESTION 129
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 131
A business analyst (BA) conducted a group workshop with stakeholders to understand and document in-scope business processes. The BA feels there are gaps between process steps.
What should the BA do to close the gaps or confirm the process steps?

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

Answer: A

NEW QUESTION 135
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