Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)

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NEW QUESTION 1
Universal Containers is developing a new recruitment app using Service Cloud. The project team has started writing user stories including:
"As a human resources (HR) manager, I need to document the progress of a candidate's submission so I can manage the candidate's application throughout the recruiting process."
What is one definition of done for this user story?

A. The Candidate Status field can be updated.
B. The acceptance criteria has been approved.
C. The Candidate object has Edit access.

Answer: B

NEW QUESTION 2
The business analyst (BA) at Universal Containers (UC) wants to understand why UC failed to meet a deployment date for its product go live while following the Agile process. According to the BA's research, the developers lacked a sense of the work in progress and the intended goal of that work, and the QA team was unable to clearly test the functionality based on a given persona.
Which step should the BA take next?

A. Create a SWOT (Strength, Weakness, Opportunity, Threat) analysis to understand why development and testing took more time.
B. Move the deployment date out so the teams have more time to work.
C. Review the user stories to ensure they are small, testable, and valuable.

Answer: C

NEW QUESTION 3
Universal Containers has just been notified by authorities that govern the shipping industry of new regulatory requirements. To comply, they are several existing processes built on Salesforce that will need to change. A business analyst (BA) will help describe the additional business needs imports by the new regulations.
Which type of document should the BA prepare?

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

Answer: C

NEW QUESTION 4
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 5
A business analyst (BA) is in the process of documenting requirements. The BA wrote the following user story:
"As a sales team manager, I want the ability to access reports on Sales Cloud to evaluate if the team's daily activities are meeting the set goals.''
Which acceptance criteria is most appropriate for this user story?

A. Able to monitor the sales team's performance
B. Able to click the Run button on sales reports
C. Able to view the sales team's reports

Answer: A

NEW QUESTION 6
The business analyst at Cloud Kicks is using a checklist to assess the quality of user stones for an upcoming Experience Cloud implementation.
Which characteristics make a user story successful?

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

Answer: C

NEW QUESTION 7
What is the storage of the Developer Pro Sandbox?

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

Answer: D

NEW QUESTION 8
Universal Containers has chosen to leverage Experience Cloud to create an engaging site for its customers. The business analyst (6A) leading this project needs to validate that the requirements meet the goal.
What should the BA do to ensure alignment?

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

Answer: B

NEW QUESTION 9
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 10
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 10
Universal Containers (UC) stores information about its containers in the standard Salesforce Product object. UC deals with data integrity issues, such as the Container Color field fails to update on all containers when the color is updated on a Container Product Line. The project owner mentioned that a previous consultant recommended that UC move to a more normalized data model to represent its containers.
What should the business analyst review to learn more about the previous consultant's recommendation?

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

Answer: A

NEW QUESTION 13
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 14
Universal Containers has kicked off a project focused on transforming its customer service department using Service Cloud. During onboarding, the project manager shared the following process maps with the business analyst (BA):
Case Creation
• Case Triage
• Case Assignment
• Case Management
• Case Closure
Which key attributes should the BA look for when reviewing the process maps?

A. Audiences, scope, inputs, outputs, and resources
B. Cost, timeline, risks, requirements, and opportunities
C. Case sources, types, volumes, priorities, and reasons

Answer: C

NEW QUESTION 17
A business analyst (BA) at Cloud Kicks is preparing for a user acceptance testing (UAT) session to release a record-triggered flow that notifies account and opportunity owners once a quote has been accepted.
What should the BA do during UAT to ensure the solution meets the requirements?

A. Work with subject matter experts to perform UAT in a sandbox.
B. Work with the solution architect to perform unit testing in a sandbox.
C. Work with the quality assurance (QA) team to perform UAT in a sandbox.

Answer: A

NEW QUESTION 18
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 20
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 22
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 26
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 28
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 31
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 33
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 37
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 39
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 42
The sales team at Cloud Kicks is rolling out a new sales methodology. To incorporate the requested changes, the business analyst working with the technical team identifies several integrations that touch the Opportunity object and could be impacted by the changes. The project manager wants the solution to include unit testing, code reviews, and functional testing.
What does the project team need to agree upon to ensure the work is ready to be deployed?

A. Entity relationship diagram
B. Definition of done
C. User acceptance criteria

Answer: B

NEW QUESTION 43
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 46
Northern Trail Outfitters is starting a project to implement Service Cloud for the customer service department. Which activity should be handled by a business analyst assigned to this project?

A. Work with Salesforce to purchase the necessary licenses.
B. Manage existing Salesforce applications and activities.
C. Understand current business processes and document existing functionality.

Answer: C

NEW QUESTION 50
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 52
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 55
Universal Containers (UC) has several teams working on a new application in Salesforce. Unfortunately, during the release process, it was discovered that the teams had overwritten each others changes.
What should JC use to prevent this from happening in the future?

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

Answer: B

NEW QUESTION 57
Cloud Kicks (CK) recently decided to transition its business from spreadsheets to a Salesforce solution. CK leaders are excited about the capabilities of Salesforce. Each leader has different ideas about how the platform should be implemented. CK has hired a business analyst (BA) to help define and manage the implementation.
What should the BA do in the first discovery meeting with stakeholders?

A. Collaborate with stakeholders to examine and define CK's purpose, customers, metrics, and overall business to inform project direction and vision.
B. Discuss and document specific pain points in existing processes to inform future project requirements.
C. Preview potential Salesforce solutions and collect feedback from stakeholders on each option to inform the direction of the project.

Answer: A

NEW QUESTION 62
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 65
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 68
Cloud Kicks leadership wants to use custom code for functionality that can easily be created declaratively in Sates Cloud. The business analyst (BA) has been asked to advise leadership on how these approaches impact their solution options.
What is one of the BA's strongest arguments for using configuration over code?

A. Configuration leverages multiple programming languages.
B. Configuration allows for any level of complexity.
C. Configuration provides faster speed to market.

Answer: C

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
Cloud Kicks (CK) wants to redefine its lead-to-customer business process. CK wants to unify the interactions between sales, marketing, and customers to provide a more seamless experience. The business analyst (BA) need to create a visual representation that includes the steps and inputs from both sales and marketing.
Which tool should the BA use to capture all launches of the current state?

A. Journey Mapping
B. Process Mapping
C. Whiteboarding

Answer: B

NEW QUESTION 78
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 81
Which type of process diagram should the business analyst use at the beginning of a Salesforce project to outline high-level process areas such as "Prospect to Contract?

A. Capability model
B. SIPOC (Suppliers, Inputs, Process, Outputs, Customers)
C. Value stream map

Answer: B

NEW QUESTION 84
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 88
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 90
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 93
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 95
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 98
Universal Containers has planned an initiative to assess its Salesforce org to identify areas of risk and has asked the business analyst (BA) to provide an analysis of its current state. The BA will utilize Salesforce Optimizer for the assessment.
How should the BA use the output from the tool?

A. Understand the project scope.
B. Verify Lightning page loading time.
C. Identify top project priorities.

Answer: B

NEW QUESTION 99
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 103
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 104
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 105
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 110

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 111

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 112

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 114

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 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 119

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 123

Cloud Kicks (CK) needs to integrate the industry standard due-diligence in its sales process to verify customers in Sales Cloud. CK asks the business analyst (BA) to identify which stage in the sales process the industry standard due-diligence should be embedded.
What should the BA do to meet the requirement?

A. Develop a process map as a base, work with stakeholders to understand the trigger point, and locate the stage.
B. Identify the triggers, locate the stage, and add the standard due-diligence as a subprocess.
C. Locate the stage, add the standard due-diligence as a subprocess, and set the trigger point.

Answer: A

NEW QUESTION 124
After the first round of user acceptance testing for a Sales Cloud project, the business analyst discovered that a high number of test cases failed.
What is a possible reason why the test cases failed?

A. Missing test org access details
B. Missing test result details
C. Missing test script details

Answer: C

NEW QUESTION 128
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 131
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 135
Universal Containers is currently doing user acceptance testing for a global customer service project that leverages Service Cloud. A stakeholder is executing a test case for a specific user story. The stakeholder has provided this feedback:
• The functionality described in the test case is working as expected.
• The stakeholder wants to change the label of several fields described in the test case.
• The stakeholder wants to add two new fields that were excluded from the test case. Which step should the business analyst take next?

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

Answer: A

NEW QUESTION 139
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 142
At the start of a new Agile development project, the Universal Containers' product owner asked the business analyst (BA) to clearly define the intended results of the work based on stakeholder needs. The development and implementation teams will use the intended results to plan product decisions. The definition should avoid assumptions and focus on stakeholder value.
Which element should the BA choose to define the intended results?

A. Requirements
B. User stories
C. Epics

Answer: B

NEW QUESTION 146
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 151
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 154
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 156
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 159
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 163
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 167
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 172
Universal Containers wants to streamline a complex business process. The business analyst (BA) assigned to the Service Cloud project is creating a business process map of the existing process. The BA is having difficulty documenting the process because there is disagreement among the stakeholders about the steps that are being followed.
Which recommendation should the BA make to help the stakeholders reach agreement about the process?

A. Refer to the Responsible, Accountable, Consulted, Informed (RACI) chart to determine who is accountable.
B. Focus on the inputs and outcomes of the current process
C. Brainstorm ideas to make the process more efficient.

Answer: B

NEW QUESTION 176
Universal Containers in rolling out Sales Cloud for the contract renewals team. The team has expressed resistance to learning another platform and changing their processes. The business analyst (BA) shows them a video case study of a contract renewals team at another company that successfully adopted Sales Cloud, which shortened it's time to close and increased its close rate by 30%.
Which influencing style is the BA using?

A. Accommodating
B. Collaborative
C. inspiring

Answer: C

NEW QUESTION 177
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 180
The sales team is learning a new sales methodology. Management wants to align Salesforce opportunities with the methodology.
What is the first step a business analyst should take to begin overhauling the Opportunity object?

A. Understand the current business process.
B. Configure stages in Salesforce.
C. Create new reports and dashboards.

Answer: A

NEW QUESTION 183
The business analyst (BA) implementing Salesforce at Cloud Kicks is interacting with many different people throughout the company. Some of the subject matter experts (SMEs) are difficult to engage, and the BA is struggling to get the information they need.
What should the BA do when they find it difficult to get a response?

A. Put extra effort into following up with the SMEs.
B. Limit effort to contact the unresponsive SMEs.
C. Escalate the concern to the SMEs' manager.

Answer: C

NEW QUESTION 188
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 191
The business analysis (BA) at Northern Trail Outfitters is assigned to a project to help revamp its Experience Cloud implementation.
When assessing the existing process, which type of diagram should the BA use to identify waste within and between processes?

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

Answer: C

NEW QUESTION 196
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 200
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 201
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 205
Northern Trail Outfitters is undergoing a service Cloud implementation and has decided to use the Scrum methodology for the implementation. A business analyst (BA) received an urgent, high-priority change request in the middle of a sprint.
Which step should the BA take next?

A. Begin working on the change request as soon as the team has capacity.
B. Add the change request to the prioritized for the next sprint.
C. De-prioritize some user stories and add the change request to the current sprint.

Answer: A

NEW QUESTION 209
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 211
When creating a new User how can the Admin make sure a temporary password is generated?

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

Answer: C

NEW QUESTION 212
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 217
As a business analyst (BA) starts engaging stakeholders for a user story writing workshop, an executive sponsor questions why the Commerce Cloud project is creating user stories rather than standard requirements.
What is one benefit of creating user stories that the BA can share with the executive sponsor?

A. It defines technical specifications early in the process.
B. It helps testers determine the most efficient way to validate solutions.
C. It saves time when prioritizing and implementing functionality.

Answer: B

NEW QUESTION 219
Universal Containers (UC) has low adoption rate of its Salesforce solution. UC has hired a new vendor to overhaul its documentation and train)ng process. needs a business analyst to facilitate this transition.
Which of set if actions are the most effective business needs from stakeholders?

A. send surveys to collect feedback; observe end 'Users; whiteboard incoming requests; and store communication In a centralized location.
B. Mock up a design; build a prototype; demonstrate functionality to end users; and collect feedback for Changes.
C. Use multiple forms of communication; build trust; show empathy; and get commitment for next

Answer: C

NEW QUESTION 221
Cloud Kicks needs to revamp its support process to improve the customer experience and has asked the Service Cloud team to collaborate with the business analyst (BA). The BA has scheduled an initial live process mapping session with all stakeholders and received the following calendar responses:

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

What should the BA do?

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

Answer: C

NEW QUESTION 226
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 230
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 231
Cloud Kicks uses declarative change set development to deliver its Salesforce customizations. The business analyst (BA) works with the technical leas on the project to track changes that require manual migration.
Which resources should the BA use to determine which changes must be made manually in each environment?

A. Metadata coverage report
B. Object Schema Builder

C. Setup Audit Trail

Answer: A

NEW QUESTION 235
The product development team at Northern Trail Outfitters is creating a process within Salesforce to onboard new retail employees. The business analyst (BA) creates a current state process map by interviewing a few members of the onboarding team using email questionnaires. After presenting the process map to the entire onboarding team, the BA receives feedback that it is incorrect.
What should the BA do to provide the product development team with more accurate information about the onboarding team's process?

A. Meet with key project stakeholders in a live workshop to build consensus on the current and desired onboarding processes.
B. Review survey feedback again to better understand pain points in the existing onboarding process.
C. Conduct individual interviews with each team member to gather more information about the existing onboarding process.

Answer: A

NEW QUESTION 238
The business analyst (BA) at universal Containers is grooming user stories to add to the next sprint The BA Is having difficulty understanding the level of testing that's necessary for a particular story involving an update to an Important trigger.
What should the BA do to address the need for user acceptance testing (UAT)?

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

Answer: B

NEW QUESTION 243
The business analyst (BA) at Universal Containers is responsible for defining the enhancement features for the current Salesforce CPQ implementation that must be configured in the next phase of the project.
Which type of document should the BA create to achieve the objective?

A. Business analysis plan
B. Scope statement specification
C. Functional requirements specification

Answer: B

NEW QUESTION 245
Universal Containers wants the ability to fill out a survey based on customer feedback. The team is unable to visualize a possible solution in order to confirm the requirements.
Which elicitation technique should the business analyst use to help the team meet its goal?

A. Prototyping
B. Brainstorming
C. Observation

Answer: A

NEW QUESTION 246
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 251
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 252
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 257
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 259
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 260
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 265
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 270
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 271
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 273
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 278
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 280
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 284
Cloud Kicks will launch a new customer experience portal. During discussions with the VP of customer service, a business analyst (BA) recorded the following:
• All logins must use multi-factor authentication (MFA).
• Portal pages should load within 2 seconds. How should the BA document the items?

A. functional requirement
B. Non-functional requirement
C. User story

Answer: B

NEW QUESTION 288
Sales leadership at 230Cloud Kicks (CK) is concerned about the limited adoption of Salesforce at the company. Salesforce implementation includes many custom pages. Multiple users have complained about wa.t.ng a long time for key functionality to display

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

Answer: A

NEW QUESTION 291
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