

Salesforce

Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)



NEW QUESTION 1

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

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

- A. Negotiable
- B. Valuable
- C. Small

Answer: C

NEW QUESTION 2

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

What should the BA do next?

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

Answer: B

NEW QUESTION 3

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 20% 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 4

Business analyst (BA) at Universal Containers looks at the user stories for a new implementation of the Salesforce Customer Data Platform (CDP) and notices they are too large. The BA recommends that the large stories be broken down into smaller stories which will decrease the future level of effort for subsequent activities.

Which activity will be most impacted by breaking down the user stories?

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

Answer: C

NEW QUESTION 5

Which of the following User Management terms is best described by this definition: "Record created to identify a new employee that starts accessing Salesforce"

- A. Profiles
- B. Salesforce characters
- C. Users
- D. Roles

Answer: C

NEW QUESTION 6

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 7

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

Which aspect of a potential solution is most important for a BA to consider?

- A. User adoption
- B. Scalability
- C. System downtime

Answer: A

NEW QUESTION 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) 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 10

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 11

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 14

Cloud Kicks is a rapidly growing company and has just expanded its team to include a business analyst (BA). The IT directory has asked the BA to use application Lifecycle Management (ALM) for all Salesforce development projects.

Which step of the ALM cycle requires the BA to study current business process gather requirements, and analyze them?

- A. Test
- B. Plan
- C. Build

Answer: B

NEW QUESTION 16

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 20

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 24

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 29

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 33

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 38

Universal Containers (UC) has chosen to implement Sales Cloud and Service Cloud to increase revenue and remove bottlenecks in its current processes. A business analyst (BA) is tasked with diagramming business processes.

What should the BA do to successfully meet governance requirements to identify the business purpose?

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

Answer: B

NEW QUESTION 43

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 46

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 51

Cloud Kicks leadership wants to use custom code for functionality that can easily be created declaratively in Sales 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 52

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 55

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

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

- A. INVEST checklist
- B. Numerical framework
- C. Gap analysis document

Answer: A

NEW QUESTION 59

The project manager for a new project at Northern Trail Outfitters (NTO) wants the business analyst (BA) to obtain alignment on goals and strategies across NTO's organization, using NTO's documentation, the BA begins to understand NTO's strategies but needs more information.

Which methodology should help the BA obtain the required information?

- A. V2MOM (Visio
- B. Values, Methods, Obstacles, Measures)
- C. RACI (Responsible, Accountable, Consulted, Informed)
- D. SMART (Specific, Measurable, Achievable, Relevant, Time-bound)

Answer: A

NEW QUESTION 64

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 65

Northern Trail Outfitters (NTO) wants to address a recent group of complaints it received from the service team. The NTO Salesforce team was alerted that the current routing process is preventing cases from reaching the correct service team without manual intervention.

Which action should the business analyst take to best understand and document the current state 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 68

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 70

A business analyst (BA) is compiling a list of subject matter experts to consult throughout the discovery for a new Service Cloud implementation.

What is the primary value of the BA speaking with customer service reps?

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

Answer: A

NEW QUESTION 74

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 79

The business analyst (BA) at Cloud Kicks (CK) is writing user stories for an upcoming Commerce Cloud website release. One of the requirements from the technical team is to perform stress testing for an upcoming promotion. The BA is translating the requirement into a user story.

Which user story most accurately represents the goal?

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

Answer: B

NEW QUESTION 81

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

Which approach should the BA follow?

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

Answer: C

NEW QUESTION 85

The development team at Universal Containers is reviewing several stories to be added to the current sprint. The team is having trouble with a particular story about an Opportunity email alert and is unsure about which type of testing is needed.

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

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

Answer: C

NEW QUESTION 89

The user acceptance testing (UAT) of a solution has passed. During the code review process, a technical team found that the Apex code fails to meet Salesforce coding standards which makes it challenging to maintain over the long term and may create performance issues. The business analyst has identified this as an

issue that prevents deployment to production.
Which principle of Agile methodology does this violate?

- A. Sprint retrospective
- B. Definition of done
- C. Iterative development

Answer: B

NEW QUESTION 94

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 99

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 101

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

Universal Containers is in the planning phase of a Salesforce project that will transform its retail locations. The implementation team has had a difficult time determining the priorities and requirements of previous projects from people who would be directly impacted by the solution under consideration.
Which type of analysis should the business analyst recommend to ensure the implementation team avoids this challenge on the current project?

- A. Persona analysis
- B. Enterprise analysis
- C. Stakeholder analysis

Answer: A

NEW QUESTION 111

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 113

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 114

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 118

Northern Trail Outfitters (NTO) is undergoing a Salesforce implementation for Service Cloud. The business analyst is currently 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 123

Universal Containers is 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 its 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 124

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 127

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

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

Answer: A

NEW QUESTION 132

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

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

Answer: B

NEW QUESTION 137

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 138

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 143

Cloud Kicks has an existing implementation of Salesforce. A business analyst (BA) wants to understand details about the Salesforce environment:

- Custom apps
- Active Salesforce Sites
- Active flows
- Custom tabs
- Visualforce pages

A Which path should the BA take to find this information?

- A. Review configuration settings.
- B. Conduct stakeholder interviews.
- C. Read business process documentation

Answer: A

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 149

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

Which component of the user story is "provide high-touch customer experiences?"

- A. Where
- B. Why
- C. Assumption

Answer: B

NEW QUESTION 153

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 157

Northern Trail Outfitters is undergoing a Service Cloud implementation and has decided to use the Scrum methodology for the implementation. A business analyst (BA) received an urgent, high-priority change request m the middle of a sprint.

Which step should the BA take next?

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

Answer: B

NEW QUESTION 158

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 162

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 stories decrease the need for collaboration within a product team throughout the project.
- C. User stories translate requirements in a way that shows a product's value to the end user.

Answer: C

NEW QUESTION 163

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 166

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 167

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 170

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 174

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 178

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 183

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 185

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 186

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 191

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

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

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

Which work items should the BA prioritize with the remaining 16 hours of development capacity? US-4008 and US-4009

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

Answer: B

NEW QUESTION 196

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 197

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 201

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 204

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 206

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 207

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 209

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 lead 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 212

Northern Trail Outfitters is setting up a new team to support an implementation of Service Cloud and is considering which workflow to use. In which scenario should he business analyst recommend Kanban?

- A. Work is generally project-based and can be broken into smaller pieces.
- B. Work includes platform support requiring immediate outage handling.
- C. Work is predictable but sometimes lacks sufficient planning.

Answer: B

NEW QUESTION 215

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 218

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 221

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 222

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 223

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 in 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 228

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 232

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 233

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 236

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

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

Answer: B

NEW QUESTION 238

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 240

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 241

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 245

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 247

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