Salesforce

Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)

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NEW QUESTION 1
Cloud Kicks (CK) plans to establish a Center of Excellence (CoE).
How will CK benefit from using a CoE to define the long-term vision for its Salesforce org?

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

Answer: A

NEW QUESTION 2
What is the storage of the Developer Pro Sandbox?

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

Answer: D

NEW QUESTION 3
Northern Trail Outfitter is eliciting feedback from a small number of key stakeholders within the organization for improvements to the current opportunity pipeline process. One of the stakeholders has a tendency to dominate the conversation which takes the group off topic and interfaces with meeting the objective.
How should the business analyst collaborate with the key stakeholder's?

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

Answer: A

NEW QUESTION 4
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 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
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 7
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 8
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 9
Northern Trail Outfitters (NTO) wants to leverage the power of Sales Cloud to implement its lead to cash process. A business analyst (BA) is tasked with understanding NTO's current processes, identifying areas of improvement, and communicating it effectively to stakeholders.
What should the BA use to accomplish the goal?

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

Answer: B

NEW QUESTION 10
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 10
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 11
Cloud Kicks wants to assess the efficiency of its Sales Cloud solution to eliminate unnecessary steps and cut costs. A business analyst (BA) will give a presentation to executives to help them understand the current state and define the future state.
Which document should the BA use for the presentation?

A. A business process model
B. A persona journey map
C. A collection of use cases

Answer: A

NEW QUESTION 15
The project team at Universal Containers has started to review the existing Salesforce manufacturing solution that has low adoption and a variety of customization including custom objects, custom fields, renamed standard fields.
What should the business analyst recommend to the project team to increase understanding when documenting requirements, process and potential solutions?

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

Answer: B

NEW QUESTION 20
Northern Trail Outfitters (NTO) is working with an implementation partner to transform its customer support team with Service Cloud. A new business analyst (BA) who is a replacement from the partner was introduced to NTO stakeholders during the discovery phase of the project. The new BA is still getting to know each of the stakeholders when they start the requirements workshop. The BA asks a stakeholder a discovery question and they seem irritated.
What should the BA do to build trust with the stakeholder as the project continues?

A. Set up a casual meeting to create a personal connection with the stakeholder.
B. Reset project expectations at the next meeting with the stakeholder.

C. Ask an executive sponsor to address the stakeholder's concerns.

Answer: A

NEW QUESTION 23
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 27
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 30
At Universal Containers, a business analyst (BA)r solution architect, lead developer, quality assurance lead, and other team members need access to user stories as part of the Agile lifecycle of enhancements to a Marketing Cloud integration project.
What should the BA do to give all team members access and visibility to the most recent user stories as the project is in motion?

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

Answer: A

NEW QUESTION 32
Universal Containers is transitioning to Slack as its internal communication tool and is ready to release. What is the final step that a business analyst should perform during the user acceptance testing process that would ensure a "go" decision?

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

Answer: B

NEW QUESTION 33
A business analyst is working with a new customer on a Sales Cloud implementation. The executive sponsor for the project is new to the company and their role as VP. The sponsor has inherited functional requirements from the previous VP that were gathered 9 months ago. The project start date has yet to be defined. The sponsor wants to use the inherited requirements in lieu of a traditional discovery process.
What is the largest risk with this approach?

A. The previous VP's requirements fail to meet current formatting standards.
B. The previous VP's requirements may differ from those of the new executive.
C. The previous VP's requirements are outside of the Salesforce framework.

Answer: B

NEW QUESTION 34
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 37
A group of business analysts (BA) at Universal Containers have been working with different teams of stakeholders on eliciting requirements for a new Salesforce

app. The BAs have gathered and documented all of the information in a central location. Upon review of the requirements, the BAs discovered that changes made to the documentation were overwritten by each other, and they will lose time recapturing them.
What should the BAs do differently to prevent this error from happening?

A. Each BA should use their own separate documentation.
B. Each BA should enter their business needs in a shared spreadsheet,
C. Each BA should use a shared system that has version control.

Answer: C

NEW QUESTION 40
The Salesforce information technology (IT) team has built a solution in a sandbox for a cross-functional project to implement Customer 360. It is time for user acceptance testing (UAT).
What is a business analyst's role during UAT?

A. Assist in building the requirements using standard functionality so IT can focus on code-related scenarios.
B. Document user stories and clarify business needs so IT can deliver results based on the requirements.
C. Coordinate stakeholder participation and notify the team when scenarios fail so IT can solve potential problems prior to go live.

Answer: C

NEW QUESTION 42
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 44
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 49
Universal Containers (UC) is wording with an implementation partner to help it optimize Salesforce. A new business analyst (BA) from the partner was introduced to UC stakeholders a few weeks into the project The BA is getting to know each of the stakeholders by their roles and contributions. However, the BA had one misstep and is slightly embarrassed.
What should the BA do to build trust with the stakeholders?

A. Be vulnerable and own their mistake.
B. Promise to work harder to avoid other mistakes.
C. Ask their supervisor for help immediately.

Answer: A

NEW QUESTION 51
A business analyst is using storytelling to communicate the vision for a Salesforce solution to business stakeholders.
Which storytelling technique should the BA use in their initial demo of a solution to business stakeholders?

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

Answer: B

NEW QUESTION 55
Universal Containers is nearing the launch date for its new Salesforce Loyalty Management program. The business analyst (BA) has ensured the user acceptance testing (UAT) plan has the proper test scripts.
What is another important item the BA should look for in the UAT plan?

A. Estimated cost
B. Timelines
C. Process maps

Answer: B

NEW QUESTION 58
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 60
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 61
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 65
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 67
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 72
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 76
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 77
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 78
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 82
Which Salesforce standard license can be given to someone who need access only identity services, such as single sign-on (SSO)?

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

Answer: A

NEW QUESTION 86
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 90
Universal Container wants to build a Salesforce application to manage its recruitment lifecycle. The project lead wants to identify the key recruitment steps and stakeholders in a visual format.
What should the business analyst do to meet the requirement?

A. Map the business process.
B. Review department procedures and consult the org chart.
C. Create an entity relationship diagram.

Answer: A

NEW QUESTION 94
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 99
The sales teams at Universal Containers (UC) want to add a custom field to a page layout. The IT manager reminds the business analyst (BA) that UC uses the Application Lifecycle Management (ALM) process. The addition of the custom field and subsequent release to everyone in the organization must follow this process.
What is the first step in the ALM process that should be taken?

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

Answer: A

NEW QUESTION 103
A business analyst captures the following acceptance criteria for a user story about case reassignment in Service Cloud.
• A service manager can dick a Reassign button that changes the owner field of the case.
• A service manager is able to reassign cases-as part of the mobile experience.
• Reassignment functionality can be used on cases that have been auto-reassigned.
• Service reps are unable to reassign cases. Which mistake was made?

A. The criteria are aligned with the user's goal.
B. The criteria include solution information.
C. The criteria are small and testable.

Answer: B

NEW QUESTION 107
The Salesforce development team is strictly following scrum to govern its releases. An executive trying to plan a vacation wants to know when work on the feature will begin so they can be available for additional implementation questions. After consulting with the product owner, the business analyst (BA) learns the team has decided to adopt Kanban instead for all future releases.
What should the BA tell the executive?

A. Work will begin after executive approval is given.
B. Work will begin in the next sprint.
C. Work will begin when capacity becomes available

Answer: C

NEW QUESTION 112
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 114
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 115
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 120
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 123
A business analyst (BA) is working on a request from a sales leader at Universal Containers. The sales leader has noticed the quality of information on new leads has declined recently. After completing their initial research, the BA concludes that the Salesforce lead intake form needs to be updated to include only essential

information. Since several sales teams use the intake form, the BA must get alignment from all of the groups.
How does whiteboarding help the BA collaborate with multiple stakeholders?

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

Answer: B

NEW QUESTION 127

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 129

As part of the digital transformation at Cloud Kicks, company leaders have decided to adopt Service Cloud as its CRM platform for customer service and support. Executive directors are supportive of the initiative, but end users are unconvinced and prefer to remain on the current platform.
What should the business analyst do to gain the end users' cooperation?

A. Respond to end users with empathy and accommodate their needs; translate the end users' needs into technical requirements; and deliver the project to the developers to implement the solution.
B. Use an assertive influencing style; demonstrate authority and expertise; outline the project objectives; and make sure end users know that the decision has been made and the time to make changes has passed.
C. Identify key stakeholders and develop relationships with them as a trusted advisor; involve stakeholders and end users in the design of the new solution; and act as a liasion between business and technical teams.

Answer: C

NEW QUESTION 132

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 135

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

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

Answer: C

NEW QUESTION 138

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

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

Answer: A

NEW QUESTION 142
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 144
Universal Containers is developing a new recurring app utilizing Lightning screen flows. The business analyst (BA) has started writing user stores in a repository.
The project lead has edited user stories in the DevOps tool to make them more complete.
What should the BA do to understand which user stories were modified?

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

Answer: C

NEW QUESTION 146
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