# Salesforce

## Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)

**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 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 5**

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 6**

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 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 is integrating its enterprise resource planning (ERP) with Salesforce to gain inventory visibility for the sales team. One of the user stories for this project is: ''As a sales rep, I want to be able to find containers dose to my customer so I can tell them which products they can receive quickly
Which acceptance criteria is most appropriate for this story?

A. Sales rep can see the inventory closest to a customer with a quick action.
B. As a sales rep, I see the Inventory closest to a customer.
C. Sales rep can see the inventory closest to a customer

**Answer:** C

## NEW QUESTION 9

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 10

The Cloud Kicks admin is getting ready to release a record-triggered flow that auto-generates Renewal Opportunity Order Line Items once an Opportunity is Closed/Won for a sales team user story.
During user acceptance testing, what should the business analyst do to ensure the solution fulfills the needs of the sales team?

A. Draft a list of test cases and scripts and choose "Run flow as another user'' to debug the flow as a sales team user to identify and fix bugs.
B. Choose subject matter experts as testers and prepare a sandbox with quality test data, test cases, andscripts that match real-world scenarios.
C. Collaborate with the admin and a power user to test the flow for scalability, robustness, and maintainability in a sandbox.

**Answer:** A

## NEW QUESTION 10

The business analyst (BA) at Cloud Kicks is having a hard time documenting a user story to change an existing Opportunity flow for sales users. The architect expressed their concerns to the BA that they lack a comprehensive list of the components that will be affected by the updated flow.
Which best practice should the BA follow?

A. Write the user story without making any assumptions about how it will be implemented or which components are affected.
B. Ask the development team to investigate and document all affected components before the story can be written.
C. Schedule additional discovery sessions with the sales users to understand what will be impacted by the changes.

**Answer:** C

## NEW QUESTION 15

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 17

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 19

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 23

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 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 30

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 (0A) 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 33

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 34

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 37

The business analyst (BA) at Cloud Kicks is working on improving the company's Service Cloud deployment. The BA wants to leverage Universal Process Notation (UPN) to document the current process.
What is one benefit of using UPN in this scenario?

A. Complex processes can be documented with 20 or more activity boxes.
B. A single activity box can answer Who, What, When, Why, and How.
C. Key parts of a process can be easily identified by using different shapes.

**Answer:** B


## NEW QUESTION 39

The business analyst at Northern Trail Outfitters receives a requirement from the CRM manager to have visibility into their team's queues to monitor open cases. Which user story meets this requirement?

A. As a CRM manager, I need a record-triggered flow to view my team's work queues so 1 can monitor their open tickets.
B. As a CRM manager, I need to see my team's work queues so I can monitor their open tickets.
C. As a user, I need to see case queue to monitor my team's work.

**Answer:** B


**NEW QUESTION 43**
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 46**
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 50**
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 55**
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 56**
Northern Trail Outfitters has decided to implement Sales Cloud. A business analyst (BA) has been assigned to document the requirements for this project.
What should the BA include in these requirements?

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

**Answer:** C


**NEW QUESTION 61**
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 62**

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 64**
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 66**
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 69**
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 73**
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 74**
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 79**
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 80**
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 85**
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 87**
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 92**
Universal Containers uses Kanban to complete its Salesforce development. In the middle of a sprint, the sales manager submits an important item to the team.
What should the business analyst do next?

A. Ask the team to reprioritize the backlog and work on the item at the top.
B. Ask the team to commit to the work for the next sprint.
C. Ask the team to pivot and complete the work immediately.

**Answer:** A


**NEW QUESTION 96**
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 101**
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 105**
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 106**
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 108**
The business analyst (BA) at Northern Trail Outfitters is writing user stories about a Case creation feature within Service Cloud for an upcoming sprint. This feature overlaps with another feature that is being developed in the current sprint. The BA is working with the technical team to identify metadata dependencies across features to prevent overwriting before the release.
What should the BA use?

A. Setup Audit Trail
B. Change Sets
C. Version control

**Answer:** C


**NEW QUESTION 109**
Northern Trail Outfitters (NTO) wants to address a recent group of complaints it received from the service team The NTO Salesforce team was alerted Chat the current routing process is preventing cases from reacting the correct service team without manual intervention.
Which action should the business analyst take to best understand and document the and recommend a future state?

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

**Answer:** A


**NEW QUESTION 113**
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 118**
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 123**
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 127**
Which method should a business analyst use to show current state business flows in Salesforce?

A. Universal Process Notation
B. Entity Relationship Diagramming
C. Storyboarding

**Answer:** A


**NEW QUESTION 131**
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 133**
The business analyst (BA) at Cloud Kicks (CK) has been tasked with optimizing CK's lead process. In the weekly sales meeting, the BA outlines the project and asks for input. A new entry-level employee reaches out multiple times with ideas and suggestions for improvements.
What should the BA do when responding to the new employee's input?

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

**Answer:** A


**NEW QUESTION 136**
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 141**
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 145**
Northern Trail Outfitters is Updating Its customer portal built on Experience Cloud. The team has drafted a user story:
"As a customer, I want to be able to chat with a support agent and view my account, see my orders, and ask questions via the customer port.
What should a business analyst do to improve this user story?

A. Estimate how long it will take the technical team to complete the story.
B. Include specific information about potential Salesforce solutions.
C. Adjust the goal of the user story to be independent.

**Answer:** B


**NEW QUESTION 146**
Universal Container (CU) has brought in a business analyst to help implement an expensive AppExchange product in its Salesforce org to optimize the sales pipeline. The BA is free to speak to anyone at UC to gather the information they need to ensure success. The BA decides to speak to the stakeholders who are most impacted.
Which key stakeholder should the BA speak to first?

A. VP of sales
B. Sales Users
C. IT leaders

**Answer:** A


**NEW QUESTION 149**
A business analyst (BA) at Cloud Kicks has been tasked with preparing for requirements gathering workshops .. an upcoming Sales Cloud implementation.
Which documentation is mast beneficial for the BA to define the scope of the project?

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

**Answer:** C

**NEW QUESTION 151**
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 153**
The business analyst (BA) at Cloud Kicks has been interviewing customer service team members who use Service Cloud to understand the steps they take to complete their daily work. The BA is working on a solution to improve their productivity by identifying each step and documenting its purpose.
Which type of requirement documentation is the BA using in this scenario?

A. Process mapping
B. Value stream mapping
C. Data modeling

**Answer:** A

**NEW QUESTION 154**
Northern Trail Outfitters has a large Salesforce org with sales, marketing, and billing teams pushing for the development of a large number of items in the backlog.
Which management process should the business analyst suggest to help the teams align on their competing priorities?

A. Integrated Definition for Process Description Capture Method (IDEF3)
B. Vision, Values, Methods, Obstacles, and Measures (V2MOM)
C. Business Process Modeling Notation (BPMN)

**Answer:** B

**NEW QUESTION 158**
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 162**
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 164**
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 165**
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 170**
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 174**
An executive stakeholders at Northern Trail Outfitters (NTO) wants to explore automating NTO's
Quote-to-Cash process and has asked the business analyst (BA) to pull together some high-level information on possible solutions.
Which type of document should the BA present to the stakeholders?

A. A capability map detailing the functionality of Salesforce and AppExchange Quote-to-Cash products
B. A SIPOC (Support inputs, Process, Outputs, and Customers) map outlining the Quote-to-Cash process
C. A business process map detailing the existing step-by-step Quote-to-Cash process

**Answer:** A


**NEW QUESTION 178**
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 179**
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 180**
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 185**
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 186**
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 189**
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 190**
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 192**
The business analyst (BA) at Northern Trail Outfitters is helping to improve the process for handling customer returns using Salesforce. The BA has completed a current state process map to identify areas for improvement. The BA plans to present ideas for a future state return handling process to the larger project team.
What should the BA present to the team in a way that is relatable and invites discussion, feedback, and ideas?

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

**Answer:** C

**NEW QUESTION 194**
A business analysis (BA) is creating a business flowchart to review with a customer service team that is using service team that is using Service Cloud. The team is organized by the products and the regions they support.
Which step should the BA include e in the business flowchart?

A. Capture decision steps and different outcomes.
B. Illustrate which fields are integrated with an external system.
C. Set limits to the scope that will be documented.

**Answer:** A

**NEW QUESTION 197**
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 200**
The business analyst (BA) working with the contract renewal team at Cloud kicks has mapped out is current renewal process, the BA has noted where representatives are inputting contract information from PDF document which is introducing errors an inaccurate date into Salesforce.
Which type of inefficiency is happening during this step in the process?

A. Avoidance
B. Manual effort
C. Duplication

**Answer:** B

**NEW QUESTION 204**
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 206**
Northern Trail Outfitters (NTO) is undergoing a Salesforce implementation for Service Cloud. The busjpess analyst is currency working with the development team as they build features in the sandbox. NTO wants to test these features before the changes are deployed to the production environment.
As part of the Application lifecycle Management (ALM) process, which three development models does Salesforce support?

A. Change Set Development, Org Development, Package Development
B. Rapid Application Development, Org Development Package Development
C. Salesforce DX, Flow Builder, Rapid Application Development

**Answer:** A

**NEW QUESTION 211**
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 214**
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 217**
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 220**
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 221**
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 225**
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 229**
The VP of sales at Cloud Kicks wants to streamline the lead qualification process to improve the team's productivity and help them reach their target goals. A business analyst (BA) has been assigned to the project to identify the disconnect between the sales and marketing teams' definitions of a qualified lead.
What should the BA focus on?

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

**Answer:** C


**NEW QUESTION 233**
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 238**
The Salesforce project team at Cloud Kicks is about to start a project that crosses sales and service teams. The business analyst (BA) has been tasked with writing user stories with the teams in a workshop.
What should the BA keep in mind during the process?

A. User stories encourage iterative development.
B. User stories specify which technical components are impacted.
C. User stories are fixed upon stakeholder approval.

**Answer:** C


**NEW QUESTION 239**
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 240**
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 243**
The quality assurance (QA) team at Cloud Kicks is reviewing user stones to write test scripts. The QA team is having difficulty with a specific story where a modification to an existing flow is needed for a custom object. The QA team is unable to discern what needs to be tested as a result of the updated flow.
What should the business analyst review and revise to provide more clarity to the QA team?

A. The who, what, and why of the user story
B. The acceptance criteria of the user story
C. The definition of done of the user story

**Answer:** A

**NEW QUESTION 245**
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 247**
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 249**
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 253**
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 256**
A business analyst (BA) at Universal Containers (UC) has been asked to improve the user experience (UX) of marketing employee who manages webinar data. The chief marketing officer (CMO) thinks the UX issues are related to standard Salesforce Campaign functionality that misaligns with UC s business requirements. The BA surveyed the marketing group about their pain points and was surprised to discover that their concerns differ from the CMOs theory about issues with the UX of Campaigns in Salesforce.
Which influencing style should the BA use when presenting their findings to the CMO and other stakeholders?

A. Collaborative
B. Assertive
C. Analytical

**Answer:** A

**NEW QUESTION 261**
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 265**
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 268**
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 273**
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 276**
The sales team recently received training on a new sales methodology. When viewing an Opportunity in Sales Cloud, the sales manager wants the sales cycle to include new stages in addition to multiple custom fields. The business analyst is starting to construct user stories to support the new process.
What should each user story include?

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

**Answer:** B


**NEW QUESTION 281**
A business analyst (BA) is working with stakeholders at Universal Containers to walk through a potential solution for the lead routing and qualification process. The solution will include automated and manual features.
Which artifact should help the BA illustrate the vision of a solution to stakeholders?

A. Detailed user stories with technical documentation about the existing process
B. Annotated process flows with modifications to an existing process
C. Collected pain points from people who follow the existing process

**Answer:** B


**NEW QUESTION 282**
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 283**
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 284**
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 288**
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 290**
Cloud Kicks (CK) wants its sales team to use Sales Cloud to decrease its lead conversion time. The business analyst (BA) will analyze and break down CK's typical sales cycle.
How can process mapping help the BA get started on this project?

A. It can show the relationship between the steps and actions in the sales cycle to communicate and understand the current state, and to identify areas for improvement.
B. It can model changes in the current customer experience, analyze each change's potential for impact, and help visualize potential improvements in the sales cycle in advance of the solution design.
C. It can display complex ideas in a consistent format, highlight blockers and impediments to help stakeholders quickly assess issues in the sales cycle, and see the project timeline at a glance.

**Answer:** A

**NEW QUESTION 295**
The 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 296**
Northern Trail Outfitters wants to reduce the amount of time it takes for customers to receive their orders after making an online purchase.
Which initial steps should the business analyst take to help determine why the order management and fulfillment process is slow?

A. Work with stakeholders to identify relevant processes, select a key process with defined start and end points, and collaborate with process owners and users to create a current state process map.
B. Conduct interviews with stakeholders in the order management and fulfillment departments to identify individual pain points and brainstorm process improvement solutions.
C. Create a process map that includes detailed steps related to order management and fulfillment, analyze the process map for inefficiencies, and present findings to leadership.

**Answer:** B

**NEW QUESTION 299**
The business analyst at Universal Containers is helping the team transition from workflow rules to flows. The work has been built and it is time to kick off user acceptance testing (UAT).
What is the goal of UAT?

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

**Answer:** A

**NEW QUESTION 302**
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 307**

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 311

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

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

**Answer:** C


## NEW QUESTION 312

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 313

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 314

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 318

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 323

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 327

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 330**
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