

# Salesforce

## Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)



#### NEW QUESTION 1

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 2

Universal Containers is about to kick off a new Salesforce implementation, bringing both sales and service teams onto the platform. Each team has been managing Accounts and Contacts in their own way even though the Accounts and Contacts are shared between the teams. This has resulted in disagreements about what should be built in Salesforce.

Which groups should the business analyst work with to gain full alignment on a common program vision and strategy?

- A. Business leaders, middle management, and end users
- B. Senior leadership, IT leadership, and middle management
- C. Executive sponsors, IT leadership, and end users

**Answer: A**

#### NEW QUESTION 3

A business analyst (BA) is in the process of documenting requirements. The BA wrote the following user story:

"As a sales team manager, I want the ability to access reports on Sales Cloud to evaluate if the team's daily activities are meeting the set goals."

Which acceptance criteria is most appropriate for this user story?

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

**Answer: A**

#### NEW QUESTION 4

The business analyst at Cloud Kicks is using a checklist to assess the quality of user stories 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 5

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 6

What is the storage of the Developer Pro Sandbox?

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

**Answer: D**

#### NEW QUESTION 7

A business analyst (BA) at Universal Containers is conducting discovery sessions for implementing

Experience Cloud. The key stakeholders have been assembled. The user stories have been written. What should the BA do next?

- A. Write the test scripts.
- B. Define the acceptance criteria
- C. Plan the sprint schedule.

**Answer:**

B

#### NEW QUESTION 8

Universal Containers has a Salesforce Knowledge base solution; however support agents have indicated that the system has duplicate knowledge articles. The agents have requested a feature that allows them to compare articles side-by-side and merge the articles. While researching solution option, the business analyst (BA) noticed an idea in the Salesforce IdeaExchange that directly addresses this requirement. The idea is in beta testing and will generally available in the next release.

What should the BA suggest?

- A. Ask the support manager to wait until the idea is released.
- B. Ask the Salesforce Account Executive to release the idea early.
- C. Ask the development team to build a custom solution based on the idea.

**Answer:** A

#### NEW QUESTION 9

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 10

During a Service Cloud implementation at Cloud Kicks, the business analyst (BA) reviewed the user acceptance testing and identified results that conflict with the functionality that was requested, While the testing was error-free, business stakeholders indicted that values in reports and the layout of screens were unexpected. What should the BA do next?

- A. Run testing again, ensuring the scripts reflect expectations and business processes match functionality,
- B. Decompose and model the business processes, and identify testing procedures to calculate new values.
- C. Present recommendations from testing to determine if improvements should be made to the underlying implementation.

**Answer:** C

#### NEW QUESTION 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 11

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 16

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 17

From where can an Admin unlock a user?

- A. Setup > Locked Users > Unlock
- B. Users > Select user > Unlock
- C. Setup > Object Manager > Users > Select User > Unlock

D. Users > Logins > Unlock Users

**Answer: B**

#### NEW QUESTION 18

A business analyst (BA) at Northern Trail Outfitters has been asked to prepare documentation including acceptance criteria and definition of done for a Heroku project.

Which way should the BA approach creation of this documentation?

- A. Include the personal perspective for acceptance criteria and the overall perspective for definition of done.
- B. Create one consolidated set of documentation as the two terms are synonymous and used interchangeably.
- C. Include the overall perspective for acceptance criteria and the persona's perspective for definition of done.

**Answer: A**

#### 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 24

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 25

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 26

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 project
- B. Hire additional developers to accommodate both work streams to prevent delays within the schedule sprints.
- C. Reprioritize existing and new user stories to place the stories into each sprint of the project
- 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 27

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 29

What is used to declaratively move metadata from one environment to another?

- A. Data Loader
- B. Change Sets
- C. Import Wizard
- D. Ant Migration

**Answer: B**

#### NEW QUESTION 31

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 I 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 32

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 37

The business analyst (BA) at Northern Trail Outfitters is getting ready to kick off a new Service Cloud project with the retail division to turn on the Web-to-Case functionality. The BA wants to better understand business processes so they can accurately scope the project.

Which type of documentation should the BA utilize?

- A. Current state analysis
- B. Object models
- C. Use cases

**Answer: B**

#### NEW QUESTION 40

The service Center at Universal Containers is deploying a new case management solution. Management has asked the project team to prepare for end user training. The project team consists of an admin and a business analyst (BA).

Which task should be assigned to the BA?

- A. Conduct user training.
- B. Create user training materials.
- C. Set up users for training.

**Answer: B**

#### NEW QUESTION 41

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 46

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 49

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 53

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 54

Cloud Kicks (CK) faces challenges with accurate reporting and metrics to use when CK schedules service agent shifts. The VP of service is unsure how the challenges can be solved in Salesforce. Which analysis should a business analyst perform?

- A. Strategy Analysis
- B. Stakeholder Analysis
- C. Enterprise Analyst

**Answer: C**

#### NEW QUESTION 56

Universal Container (UC) is implementing Sales Cloud. The business analyst (BA) assigned to the project wants to the project wants to become a trusted advisor to UC stakeholders. What are some communication best practices a BA should follow to help achieve this goal? What are some communication best practices a BA should follow to help achieve this goal?

- A. Ask each project team member to complete a survey, create a project plan, and delegate roles and responsibilities to stakeholders.
- B. Outline previous project experience, record and take notes for every meeting, and limit communication to weekly updates.
- C. Ask questions and document the answers, make suggestions based on previous project success, and provide a meeting agenda period to each session>

**Answer: C**

#### NEW QUESTION 60

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 62

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 66

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 70

Universal Containers wants to build a simple activity capture process for leads. One of the objectives is to minimize technical debt and inherit new features of the Salesforce Platform in future releases.

What should the business analyst recommend to meet the requirements?

- A. Standard object for activity capture, screen Flow user interface
- B. Standard object for activity capture, custom Lightning Web Component user interface
- C. Custom object for activity capture, custom Lightning web component user interface

**Answer:** B

#### NEW QUESTION 72

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 75

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 79

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 81

A sales manager express frustration that the sales team is failing to enter calls in salesforce. The manager is hoping to resolve the issue quickly and has limited time and budget to complete revamp existing tools and process, the sales manager reaches out to the business analyst (BA) for recommendation.

What should the BA do next?

- A. Engage a developer to scope a custom solution.
- B. Research third-party apps on the AppExchange.
- C. Export a weekly report of user activity.

**Answer:** B

#### NEW QUESTION 83

The business analyst (BA) at Northern Trail Outfitters is writing user stories for a Service Cloud implementation.

In which order should the BA arrange the three components of a user story?

- A. I want <xyz>, as a <xyz>, so that <xyz>
- B. As a <xyz>, I want <xyz>, so that <xyz>
- C. I want <xyz>, so that <xyz>, for a <xyz>

**Answer:** B

#### NEW QUESTION 85

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 90**

New interns at Universal Containers have been tasked with following a new process to import leads from a spreadsheet into Salesforce. A business analyst is mapping the process to document the overall lead creation process. What should the process map look like?

- A. A very detailed process map that is unambiguous and version controlled
- B. A somewhat detailed process map that is easy to remember and self-explanatory
- C. A simple process map that is high-level and covers key aspects

**Answer:** A

**NEW QUESTION 94**

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 98**

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 leadership
- 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 102**

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 107**

The executive director of Universal Containers (UC) plans to purchase additional Salesforce licenses. The director recently hired a business analyst (BA) to lead a series of journey mapping sessions. The director wants the Journey mapping sessions to be tailored to the features and capabilities that are currently available in UC's Salesforce environment. Which information does the BA need to determine the features and functionality UC can implement while avoiding additional costs?

- A. Organization edition and license type
- B. Storage capacity and license type
- C. Number of active users and license type

**Answer:** A

**NEW QUESTION 108**

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 113**

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 116

At Universal Containers, a business analyst (BA) 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 117

Northern Trail Outfitters (NTO) has acquired a competitor. The agreement is to migrate the acquired company into NTG's Technological Platforms. One of its challenges is to offer a unified customer experience while strengthening the relationship with its customers. The business analyst (BA) has been asked to translate the business objectives and assemble an improved and standard customer experience.

Which strategy should the BA use to accomplish the goal?

- A. Understand business objectives, define the intention and audience, conduct user experience research, analyze the research results, and design an improved new user experience.
- B. Understand business objectives, define the intention and audience, lead a journey mapping workshop, find opportunities for improvement, and update the journey map.
- C. Understand business objectives, determine company culture, evaluate processes and user experiences, interview stakeholders, and add improvements to the integration roadmap.

**Answer: B**

#### NEW QUESTION 119

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 124

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 126

A business analyst (BA) at Cloud Kicks has been tasked with preparing for requirements gathering workshops .. an upcoming Sales Cloud implementation.

Which documentation is most 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 128

The business analyst (BA) at Universal Containers needs to gather information for their project including the steps a user takes to accomplish a goal, challenges a user faces, people the user interacts with, applications they use to complete the steps, and their level of morale as they move through the process.

Which elicitation technique should the BA use?

- A. journey Mapping
- B. Survey /Questionnaire
- C. Focus Groups

**Answer:** A

**NEW QUESTION 129**

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 130**

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 132**

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 135**

The VP of customer success at Northern Trail Outfitters wants to implement a new client onboarding process leveraging custom objects and a custom Console Lightning App. Which approach should a business analyst take to begin this process?

- A. Partner with Salesforce account executives to complete discovery.
- B. Schedule a meeting with stakeholders and create a journey map.
- C. Develop the project plan and finalize the release date.

**Answer:** A

**NEW QUESTION 137**

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

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

**Answer:** A

**NEW QUESTION 141**

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 144**

A business analyst (BA) at Northern Trail Outfitters has been asked to explain a sales process improvement idea and collaborate on a plan for implementation. Several sales 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 147

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 148

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 150

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

- A. Requirements
- B. User stories
- C. Epics

**Answer:** B

#### NEW QUESTION 154

A business analyst (BA) at Universal Containers had a meeting with sales and service reps to gather requirements around contact management for a new Salesforce implementation. A sales rep wants a place to capture the names of the contact's spouse and children to help build the relationship. The BA writes the following user story.  
"As a user, I need to be able to record a contact's title and role as separate data points so I know who to address for various needs of the account."  
Who should be listed as the persona?

- A. Sales rep
- B. Contact
- C. Service rep

**Answer:** A

#### NEW QUESTION 156

Support managers at Cloud Kicks have received urgent feedback from staff that record pages are slow to respond and users are 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 159

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 161

Universal Containers (UC) is working 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 164

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 166

The Sen/ice Center at Universal Containers (UC) uses Service Cloud and Experience Cloud to manage its customer case lifecycle. UC wants to limit the number of interactions a customer has during the lifecycle. The project leader has asked the business analyst (BA) to visually illustrate the lifecycle.

Which document should the BA create?

- A. Journey Map
- B. Heat Map
- C. Process Map

**Answer:** A

#### NEW QUESTION 170

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 171

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 175

A new employee at Universal Containers just sent the business analyst (BA) a Slack message with a named User3tories\_v37\_final\_final\_final.docx.

Which best practice should the BA train the employee on first?

- A. Use standard naming conventions.
- B. Use acceptance criteria to define success.
- C. Use a version control repository.

**Answer:** C

#### NEW QUESTION 176

Universal Containers has asked a business analyst (BA) to assist the sales management team with a request for a new picklist field called "Lost Reason" on the Opportunity object with the goal of improving pipeline reports. After mapping the managers to the sales leader persona and obtaining feedback from them, the BA has discovered that the managers want to better understand Closed/Lost Opportunities so they can help sales teams close more deals.

Which option should the BA use to construct the user story?

- A. As a sales leader, I want to see more details on Closed/Lost Opportunities so I can help the sales team improve close rates.
- B. As a sales team member, I need additional enablement training and reporting information to help improve close rates.
- C. As a sales leader, I need a new "Closed/Lost Reason" picklist field on Opportunities and better reports to help the sales team improve close rates.

**Answer:** C

#### NEW QUESTION 179

Northern Trail Outfitters (NTO) has moved its inventory systems to Salesforce to track the clothing it manufactures and sells. As a part of this project, NTO wants to implement several features which will also improve how its inventory is restocked. In order to manage the discovery phase of the project, the project team plans to hire a business analyst (8A).

What should a BA do to be successful during the first phase of the project?

- A. Elicit requirements, build automation, and deploy a solution,
- B. Architect a solution, configure a sandbox, and build a proof of concept.
- C. Elicit requirements, create flows and process diagrams, and understand business analytics.

**Answer: C**

#### NEW QUESTION 184

Universal Containers wants to streamline a complex business process. The business analyst (BA) assigned to the Service Cloud project is creating a business process map of the existing process. The BA is having difficulty documenting the process because there is disagreement among the stakeholders about the steps that are being followed.

Which recommendation should the BA make to help the stakeholders reach agreement about the process?

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

**Answer: B**

#### NEW QUESTION 189

Cloud Kicks hired a new business analyst (BA) to join an experienced cross-functional team that has successfully delivered high-quality Salesforce solutions to global stakeholders. The BA wants to quickly become a trusted advisor to the team.

What should the BA do?

- A. Focus on the task at hand instead of on individual team members.
- B. Avoid exposing one's own mistakes to the team.
- C. Tell the truth in difficult situations.

**Answer: C**

#### NEW QUESTION 194

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 196

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 200

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 205

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 207

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 208

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 210

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 align
- C. Scheduling an all-day collaboration workshop with both team to resolve their difference

**Answer:** C

#### NEW QUESTION 213

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 218

Cloud Kicks is planning to create a new Service Cloud console app for its services team to resolve issues with delayed shipments to customers. The business analyst (BA) wrote the user stories based on a written list of requirements provided by the manager of the services team. Upon stakeholder review with the entire services team, many of the user stories were rejected and the BA had to revise them.

When the BA wrote the initial user stories, what was the likely cause of the issue?

- A. The user stories focused on well-defined personas.
- B. The project team failed to discuss the user stories as a group.
- C. The acceptance criteria of the user stories were too specific.

**Answer:** B

#### NEW QUESTION 221

Cloud Kicks has moved into the quality assurance (QA) phase of Salesforce product configuration and extension. The QA team is now trying to confirm it has delivered value to stakeholders based on business requirements. The team is asking questions such as, "Did we build the right product?" and "Did we build the product right?"

Which element should the business analyst use to help the QA team validate that the product fulfilled the requirements without ambiguity?

- A. Process maps
- B. User stories
- C. Acceptance criteria

**Answer:** C

#### NEW QUESTION 224

Universal Containers is working to improve Salesforce adoption. Customer reps are utilizing many Salesforce features in the org, but sales reps are still relying on their personal spreadsheets.

What should the business analyst do to better understand the sales reps process in order increase Salesforce adoption?

- A. Host Focus group, conduct surveys, and shadow the sales reps to observe the tools they use and how they use them.
- B. Run reports based on usage to see where the sales reps are spending the majority of their time in Salesforce.
- C. Arrange for the sales reps to collaborate with customer service reps to learn service reps interact with Salesforce.

**Answer:**

A

#### NEW QUESTION 228

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. Add the change request to the backlog to be prioritized for the next sprint.
- B. De-prioritize some user stories 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 233

A business analyst (BA) working on a Service Cloud implementation is reviewing user stories to verify they are written effectively. What should the BA confirm about the user stories when completing this review?

- A. They contain substantial details and focus on technical elements.
- B. They are dependent on related acceptance criteria and overlap with other use cases.
- C. They can be easily prioritized and are small enough to estimate accurately.

**Answer: C**

#### NEW QUESTION 236

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 237

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 242

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

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

**Answer: B**

#### NEW QUESTION 244

The quality assurance (QA) team at Cloud Kicks is reviewing user stories 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 248

Universal Containers (UC) has low adoption rate of its Salesforce solution. UC has hired a new vendor to overhaul its documentation and training process. Needs a business analyst to facilitate this transition. Which of the following 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 252**

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 257**

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 261**

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 266**

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 269**

Universal Containers (UC) needs a Quip template to create Account plans. UC's business analyst has been tasked with documenting requirements for this initiative. During one of the business requirements gathering sessions, a sales manager notes that it's important the new template is user-friendly and only accessible to the account team. Which option captures this requirement?

- A. Make the template user-friendly and accessible only by members of the account team.
- B. The sales manager can make the template user-friendly.
- C. Accessible by members of the account team.

**Answer:** A

**NEW QUESTION 273**

Which tool is used to create reports, incorporate filters and select the Report Type?

- A. Data Loader
- B. Report Builder
- C. A csv file that will then get imported.
- D. Report Composer

**Answer:** B

**NEW QUESTION 275**

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 277

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 281

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 282

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 285

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 286

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 289

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 292

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 295

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 297

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 299

The project team at Cloud Kicks is under a tight deadline to implement a new Service Cloud feature. The business analyst, BA) has received feedback from the customer that the existing functionality is difficult to use. The BA wants to better understand the customers pain points before writing requirements

Which document should the BA use?

- A. Journey map
- B. Process map
- C. Capability map

**Answer:** A

#### NEW QUESTION 300

The technical team at Cloud Kicks is trying to deliver one of its Salesforce customizations. The business analyst (BA) has been asked to put assignments, test plans, decisions, and milestones in writing and share this document with stakeholders so there is less potential for confusion.

Which tactical document should the BA use to capture features?

- A. Business analysis plan
- B. User Acceptance Test plan
- C. Release plan

**Answer:** C

#### NEW QUESTION 303

The lead business analyst (BA) at Cloud Kicks is putting together user Stories for the new sales process that will be implemented in Sales Cloud. The lead BA is advising junior BAS on how to construct a user story. What should the lead BA tell the junior BAs to include in a user story?

- A. Include the V2MOM structure
- B. Include who, What, and why
- C. Include technical details

**Answer:** B

#### NEW QUESTION 305

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 310

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 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 316

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 320

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

- A. Describe work with other companies that has solved similar problem.
- B. Ensure the workshop schedule consider tome zone and language differences.
- C. Reiterate the project objectives and the KPIs that will be tracked.

**Answer:** A

#### NEW QUESTION 321

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 325

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 330

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 334**

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

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

**Answer:** A

**NEW QUESTION 339**

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 341**

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