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Exam Name: Certified Business Analyst

Exam A

QUESTION 1
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.

Correct Answer: B
Section:

QUESTION 2
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.

Correct Answer: C
Section:

QUESTION 3
A business analyst (BA) uncovered a number of issues communicated by stakeholders in a Sales Cloud discovery session.
Which issue should concern the BA most?

A. The previous implementation partner neglected to do a knowledge transfer of the final solution.
B. The support organization still needs to be trained on how to use Sales Cloud.
C. The system admins note a fair amount of technical debt without having the time or expertise to address it.

Correct Answer: C
Section:
Explanation:
The issue that should concern the business analyst most is that the system admins note a fair amount of technical debt without having the time or expertise to address it. Technical debt is the accumulated cost or consequence of suboptimal design, development, or maintenance decisions on a software system. Technical debt can negatively affect the performance, security, usability, and maintainability of a software system, as well as increase the complexity and risk of future changes or enhancements. Technical debt can also reduce user satisfaction and adoption, as well as business value and return on investment. Therefore, the business analyst should be concerned about the technical debt in the Sales Cloud implementation and work with the system admins and other stakeholders to identify, prioritize, and resolve it.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/project-initiation

QUESTION 4
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

Correct Answer: C
Section:
Explanation:
The tactical document that the business analyst should use to capture features is a release plan. A release plan is a document that outlines the scope, schedule, resources, and deliverables of a project or enhancement that will be released to production. A release plan helps to communicate and align with stakeholders on what features will be delivered, when they will be delivered, how they will be delivered, and who will be involved in delivering them. A release plan also helps to manage expectations, risks, dependencies, and changes throughout the project lifecycle.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/project-planning

QUESTION 5
Universal Containers (UC) has low adoption rate of its Salesforce solution. UC has hired a new vendor to overhaul its documentation and train) ng process. needs a business analyst to facilitate this transition.
Which of set if actions are the most effective business needs from stakeholders?

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

Correct Answer: C
Section:
Explanation:
The set of actions that are the most effective for collaborating with key stakeholders are to use multiple forms of communication; build trust; show empathy; and get commitment for next steps. These actions help to establish and maintain positive and productive relationships with key stakeholders who have an interest or influence in the project outcome. Using multiple forms of communication helps to ensure clarity, consistency, and timeliness of information and feedback among stakeholders. Building trust helps to foster mutual respect, honesty, and reliability among stakeholders. Showing empathy helps to understand and acknowledge the needs, expectations, preferences, pain points, goals, etc. of stakeholders. Getting commitment for next steps helps to ensure alignment and engagement among stakeholders on the project goals, scope, roles, and responsibilities.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/stakeholder-management

QUESTION 6
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.

Correct Answer: B
Section:
Explanation:
This answer suggests focusing on the inputs and outcomes of the current process as a recommendation that the BA should make to help the stakeholders reach agreement about the process after creating a business process map of the existing process for streamlining a complex business process at Universal Containers. Inputs are the resources or information that are needed to start or perform a process. Outcomes are the results or outputs that are produced or delivered by a process. Focusing on the inputs and outcomes of the current process can help the BA to identify and align what is required and expected from each stakeholder involved in the process, and to resolve any discrepancies or conflicts among them.

Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business

QUESTION 7
The sales team is learning a new sales methodology. Management wants to align Salesforce opportunities with the methodology.
What is the first step a business analyst should take to begin overhauling the Opportunity object?

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

Correct Answer: A
Section:
Explanation:
The first step that the business analyst should take to begin overhauling the Opportunity object is to understand the current business process. This is because understanding the current business process helps to establish a baseline for measuring the current state of performance, identify pain points and opportunities for improvement, and align with the desired business outcomes. The business analyst should use techniques such as interviews, observations, surveys, or process mapping to understand how users currently use Salesforce opportunities and what challenges or gaps they face.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

QUESTION 8
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.

Correct Answer: A
Section:
Explanation:
The business analyst should do in the first discovery meeting with stakeholders is to collaborate with stakeholders to examine and define CK's purpose, customers, metrics, and overall business to inform project direction and vision. Discovery is a phase of a Salesforce project that aims to understand the current state of a business, identify its problems or needs, and define its goals or desired outcomes. In the first discovery meeting, the business analyst should work with stakeholders to establish a common understanding of CK's business context, such as its mission, vision, values, customers, competitors, performance indicators, etc. This can help the business analyst align stakeholders on a shared vision and strategy for the Salesforce implementation.Discussing and documenting specific pain points in existing processes may be part of discovery, but not in the first meeting. The business analyst should first understand the big picture of CK's business before diving into the details of its processes.Previewing potential Salesforce solutions and collecting feedback from stakeholders may be part of discovery, but not in the first meeting. The business analyst should first understand the problems or needs of CK's business before proposing any solutions.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders

QUESTION 9
During the discovery phase of a Salesforce project, which types of analyses should a business analyst typically perform?

A. Financial, Technical, Operational
B. Technical, Stakeholder, Enterprise
C. Enterprise, Strategy, Stakeholder

Correct Answer: C
Section:
Explanation:

The types of analyses that a business analyst typically performs during the discovery phase of a Salesforce project are enterprise analysis, strategy analysis, and stakeholder analysis. Enterprise analysis is a technique that examines and evaluates the internal and external factors that affect a business or organization. It can help the business analyst understand the strengths, weaknesses, opportunities, and threats (SWOT) of a business or organization. Strategy analysis is a technique that defines and clarifies the goals, objectives, scope, and success criteria of a project or initiative. It can help the business analyst align the project or initiative with the vision and mission of a business or organization. Stakeholder analysis is a technique that identifies and evaluates the people who have an interest in or influence on a project or initiative. It can help the business analyst understand who are the key stakeholders, what are their roles and responsibilities, what are their needs and expectations, how they communicate and collaborate, etc. Financial analysis is a technique that assesses the costs and benefits of a project or initiative. It can help the business analyst justify or prioritize the project or initiative based on its return on investment (ROI) or net present value (NPV). Technical analysis is a technique that examines and evaluates the technical aspects of a project or initiative. It can help the business analyst understand the feasibility or complexity of a project or initiative based on its architecture or design. Operational analysis is a technique that analyzes and optimizes the processes and workflows of a business or organization. It can help the business analyst improve the efficiency or effectiveness of a business or organization based on its performance metrics or best practices.

QUESTION 10
Cloud Kicks has an existing implementation of Salesforce. A business analyst (BA) wants to understand details about the Salesforce environment:
* Custom apps
* Active Salesforce Sites
* Active flows
* Custom tabs
* Visualforce pages
A Which path should the BA take to find this information?

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

Correct Answer: A
Section:
Explanation:
The path that the business analyst should take to find information about custom apps, active Salesforce Sites, active flows, custom tabs, and Visualforce pages is to review configuration settings. Configuration settings are options or preferences that can be customized or modified in Setup. They can help the business analyst understand how Salesforce was implemented and what features or components were enabled or disabled. Custom apps, active Salesforce Sites, active flows, custom tabs, and Visualforce pages are examples of configuration settings that can be accessed or changed in Setup.Conducting stakeholder interviews may be a useful way to gather information about business needs, expectations, or feedback, but not about technical details or configuration settings. Reading business process documentation may be a useful way to understand how a business process works or flows, but not about technical details or configuration settings.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

QUESTION 11
A new business analyst (BA) wants to follow the correct order of phases in the implementation lifecycle on a Salesforce project.
How should the BA approach the project?

A. Analyze, build, operate, deliver
B. Analyze, build, deliver, operate
C. Analyze, operate, build, deliver

Correct Answer: B
Section:
Explanation:
The correct order of phases in the implementation lifecycle on a Salesforce project is analyze, build, deliver, operate. In the analyze phase, the business analyst elicits requirements, maps business processes, and creates user stories. In the build phase, the development team configures and customizes Salesforce based on the user stories. In the deliver phase, the solution is tested, validated, and deployed to production. In the operate phase, the solution is monitored, maintained, and improved based on feedback and metrics.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/get-started-with-salesforce-business-analyst-certification-prep

QUESTION 12
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.

Correct Answer: B
Section:
Explanation:
A business analyst should use storytelling to communicate the vision for a Salesforce solution to business stakeholders by giving a perspective from a relatable persona that shows how the development team can solve their business challenges. This will help them empathize with the user's needs and goals, and see how the solution will benefit them. Highlighting a perspective from testing feedback that identifies bugs and pain points in their business challenges may be discouraging or demotivating for the stakeholders. Describing a perspective from the business requirements document that addresses architectural concerns based on their business challenges may be too technical or abstract for the stakeholders.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders

QUESTION 13
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

Correct Answer: B
Section:
Explanation:
This answer considers scalability as the most important aspect of a potential solution for NTO's security challenge. Scalability refers to the ability of a system to handle increased workload or demand without compromising performance or functionality. Since NTO plans to significantly grow its workforce, it needs a security solution that can accommodate more users, data, and features without compromising security or efficiency.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/security_basics/security_basics_intro

QUESTION 14
Cloud Kicks (CK) has expressed concerns about the distribution process for a new line of shoes, because the company consistently misses its targeted delivery dates. CK asks the business analyst (BA) to uncover the issue and propose a business solution.
What should the BA do next?

A. Review future state distribution processes for CK.
B. Explore how retailers similar to CK handle distribution.
C. Shadow an operations team member at the CK distribution facility.

Correct Answer: C
Section:
Explanation:
This answer suggests shadowing as the next step for the BA to uncover the issue and propose a business solution for CK's distribution challenge. Shadowing is a technique where the BA observes how a user performs their tasks in their natural environment. Shadowing helps to gain insights into the user's workflow, challenges, pain points, and opportunities for improvement.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-shadowing-to-understand-your-users

QUESTION 15
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

Correct Answer: B
Section:
Explanation:
An Admin can unlock a user from Users > Select user > Unlock. This is the standard way to unlock a user who has been locked out due to incorrect password attempts or other reasons. Setup > Locked Users > Unlock, Setup > Object Manager > Users > Select User > Unlock, and Users > Logins > Unlock Users are not valid ways to unlock a user in Salesforce.
Reference: https://help.salesforce.com/s/articleView?id=sf.users_unlock.htm&type=5

QUESTION 16
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)

Correct Answer: A
Section:
Explanation:
All of the salesforce app providers will be able to unlock a locked user with their phones. The Salesforce app is available for iOS (App Store), Android (Google Play), and Windows 10 devices, and it allows users to unlock themselves using biometric authentication or a verification code sent to their email or phone number.
Reference: https://help.salesforce.com/s/articleView?id=sf.mobile_app_unlock.htm&type=5

QUESTION 17
In which of the following app markets CANT the Salesforce App be found?

A. Google Play
B. AppExchange
C. App Store

Correct Answer: B
Section:
Explanation:
The Salesforce App cannot be found in the AppExchange market. The AppExchange is a marketplace for Salesforce apps, components, and consulting services, but it does not host the official Salesforce app itself. The Salesforce App can be found in Google Play and App Store markets for Android and iOS devices respectively.
Reference: https://help.salesforce.com/s/articleView?id=sf.appexchange_overview.htm&type=5

QUESTION 18
What is used to declaratively move metadata from one environment to another?

A. Data Loader

B. Change Sets
C. Import Wizard
D. Ant Migration

Correct Answer: B
Section:
Explanation:
Change Sets are used to declaratively move metadata from one environment to another in Salesforce. Change Sets are outbound sets of changes that can be sent from one Salesforce org to another using deployment connections. Data Loader, Import Wizard, and Ant Migration are not used to declaratively move metadata in Salesforce.
Reference: https://help.salesforce.com/s/articleView?id=sf.changesets.htm&type=5

QUESTION 19
Which users will be able to reset a Single Sign-On User Password?

A. The SSO Manager
B. Users above the SSO user in the role hierarchy.
C. Only the Admin
D. Admin and Users with the right permission sets.

Correct Answer: C
Section:
Explanation:
Only the Admin can reset a Single Sign-On user password because they have the Manage Users permission. The SSO Manager, users above the SSO user in the role hierarchy, and users with the right permission sets cannot reset a Single Sign-On user password unless they also have the Manage Users permission.
Reference: https://help.salesforce.com/s/articleView?id=sf.users_password_reset.htm&type=5

QUESTION 20
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

Correct Answer: A
Section:
Explanation:
A challenge is an element of the storytelling process for UX that describes a hurdle that makes it difficult for your heroes to succeed on their journeys. A monster is an element of the storytelling process for UX that describes a person or thing that causes problems for your heroes. A victory is an element of the storytelling process for UX that describes a successful outcome for your heroes. A helper is an element of the storytelling process for UX that describes a person or thing that assists your heroes along their journeys.
Reference: https://trailhead.salesforce.com/content/learn/modules/ux-design-fundamentals/understand-the-storytelling-process

QUESTION 21
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

Correct Answer: B
Section:
Explanation:
Report Builder is the tool used to create reports, incorporate filters and select the Report Type. Data Loader is a tool used to import and export data in Salesforce. A csv file is a file format that can be used to import or export data in Salesforce, but it is not a tool to create reports. Report Composer is not a valid tool in Salesforce.
Reference: https://help.salesforce.com/s/articleView?id=sf.reports_builder_overview.htm&type=5

QUESTION 22
Which permission is required to create, delete, refresh or activate a Sandbox?

A. Sandbox Editor
B. Environment Manager
C. System Administrator
D. Manage Sandbox

Correct Answer: D
Section:
Explanation:
The Manage Sandbox permission is required to create, delete, refresh or activate a Sandbox. Sandbox Editor, Environment Manager, and System Administrator are not valid permissions in Salesforce.
Reference: https://help.salesforce.com/s/articleView?id=sf.data_sandbox_manage.htm&type=5

QUESTION 23
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

Correct Answer: A
Section:
Explanation:
Identity Only is the Salesforce standard license that can be given to someone who need access only identity services, such as single sign-on (SSO). Lightning Platform, SSO License, and Salesforce License are not valid standard licenses in Salesforce.
Reference: https://help.salesforce.com/s/articleView?id=sf.users_license_types_available.htm&type=5

QUESTION 24
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.

Correct Answer: C
Section:

Explanation:
Selecting ''Generate Passwords and notify the user via email.'' is how the Admin can make sure a temporary password is generated when creating a new User. Selecting ''Temporary Password and Confirmation Email Required'' is not a valid option when creating a new User. There are temporary passwords available for setup of new users in Salesforce. This is a default feature, but it requires setup by selecting the correct option.
Reference: https://help.salesforce.com/s/articleView?id=sf.users_add.htm&type=5

QUESTION 25
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

Correct Answer: C
Section:
Explanation:
Users is the User Management term that is best described by this definition: ''Record created to identify a new employee that starts accessing Salesforce''. Profiles are User Management terms that define what users can do within an organization based on their job function and responsibilities. Roles are User Management terms that control data visibility and reporting hierarchy within an organization based on users' positions. Usernames are User Management terms that identify users when they log in to Salesforce.
Reference: https://help.salesforce.com/s/articleView?id=sf.users_def.htm&type=5

QUESTION 26
Which of the following User Management terms is best described by this definition: ' Item assigned to a User that determines the functionality that they can access across the Salesforce ecosystem'.

A. Role
B. User License
C. Profile
D. Username

Correct Answer: B
Section:
Explanation:
User License is the User Management term that is best described by this definition: ''Item assigned to a User that determines the functionality that they can access across the Salesforce ecosystem''. Role is a User Management term that controls data visibility and reporting hierarchy within an organization based on users' positions. Profile is a User Management term that defines what users can do within an organization based on their job function and responsibilities. Username is a User Management term that identifies users when they log in to Salesforce.
Reference: https://help.salesforce.com/s/articleView?id=sf.users_def.htm&type=5

QUESTION 27
What is the storage of the Developer Pro Sandbox?

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

Correct Answer: D
Section:
Explanation:

The storage of the Developer Pro Sandbox is 1GB. 300MB, 200MB, and 2GB are not valid storage sizes for the Developer Pro Sandbox.
Reference: https://help.salesforce.com/s/articleView?id=sf.data_sandbox_environments.htm&type=5

QUESTION 28
Of the following Locale Settings, select which one CANNOT be selected when creating a new user.

A. Time Zone
B. Language
C. Working Hours
D. Locale

Correct Answer: C
Section:
Explanation:
Working Hours is not a Locale Setting that can be selected when creating a new user. Working Hours are set at the organization level or at the resource level for scheduling purposes. Time Zone, Language, and Locale are Locale Settings that can be selected when creating a new user.
Reference: https://help.salesforce.com/s/articleView?id=sf.users_add.htm&type=5

QUESTION 29
In what phase of the four application lifecycle milestones does this action belong? Communicate Changes, Update Profiles and Communicate end of Changes.

A. Build
B. Deploy
C. Test
D. Plan

Correct Answer: B
Section:
Explanation:
Communicate Changes, Update Profiles and Communicate end of Changes are actions that belong to the Deploy phase of the four application lifecycle milestones. The Deploy phase involves moving changes from one environment to another and ensuring proper communication with stakeholders and end users. The Build phase involves creating solutions using declarative or programmatic tools based on requirements and design specifications. The Test phase involves verifying functionality, performance, security, and usability of solutions using various testing methods and tools. The Plan phase involves defining project scope, objectives, deliverables, resources, timeline, and risks.
Reference: https://trailhead.salesforce.com/content/learn/modules/application-lifecycle-and-development-models/understand-the-application-lifecycle https://trailhead.salesforce.com/content/learn/modules/application-lifecycle-and-development-models/choose-a-development-model

QUESTION 30
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.

Correct Answer: C
Section:
Explanation:
The business analyst's responsibilities during the analyze phase of the Salesforce implementation lifecycle are to gather business requirements, create process maps, and write user stories. These activities help the business analyst understand the current state, future state, and gaps of the business processes and translate them into clear and actionable requirements for the solution design and development teams. Completing testing, building

training materials, and eliciting requirements for the next iteration are responsibilities during the validate phase of the Salesforce implementation lifecycle. Creating a data dictionary, writing end user documentation, and reviewing test scripts are responsibilities during the prepare phase of the Salesforce implementation lifecycle.
Reference: https://trailhead.salesforce.com/content/learn/modules/business-analysis-for-salesforce-projects/understand-the-salesforce-implementation-lifecycle https://trailhead.salesforce.com/content/learn/modules/business-analysis-for-salesforce-projects/analyze-business-processes-and-requirements

QUESTION 31
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.

Correct Answer: B
Section:
Explanation:
This answer describes the steps involved in creating a customer journey map, which is a tool to visualize and improve the customer experience. A customer journey map helps to identify pain points, gaps, and opportunities for improvement in the current state, and design a future state that aligns with the business objectives and customer needs.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/customer-journey-basics/create-a-customer-journey-map

QUESTION 32
A business analyst (BA) is compiling a list of subject matter experts to consult throughout the discovery for a new Service Cloud implementation.
What is the primary value of the BA speaking with customer service reps?

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

Correct Answer: A
Section:
Explanation:
The primary value of the business analyst (BA) speaking with customer service reps during the discovery for a new Service Cloud implementation is validating current processes. Customer service reps are the end users of Service Cloud and they can provide valuable insights into how they perform their tasks, what challenges they face, and what expectations they have from the new system. The BA can use this information to validate or update the current process maps and identify areas for improvement. Estimating the project cost is not a value of speaking with customer service reps, as this is usually done by project managers or sponsors based on resource allocation and budget constraints. Building solution design consensus is not a value of speaking with customer service reps, as this is usually done by solution architects or developers based on technical feasibility and best practices.
Reference: https://trailhead.salesforce.com/content/learn/modules/business-analysis-for-salesforce-projects/understand-the-salesforce-implementation-lifecycle https://trailhead.salesforce.com/content/learn/modules/business-analysis-for-salesforce-projects/analyze-business-processes-and-requirements

QUESTION 33
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

Correct Answer: A
Section:
Explanation:
A business process model is a visual representation of how a business operates and how different activities are connected. It can help executives understand the current state and define the future state of a business process. A persona journey map is a tool to understand the needs, goals, and pain points of a specific user group. A collection of use cases is a set of scenarios that describe how users interact with a system or solution.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders

QUESTION 34
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.

Correct Answer: C
Section:
Explanation:
A business analyst assigned to a Service Cloud project should understand the current business processes and document the existing functionality of the customer service department. This will help them identify the gaps, pain points, and opportunities for improvement. Working with Salesforce to purchase the necessary licenses is a task for the project manager or sponsor. Managing existing Salesforce applications and activities is a task for the administrator or developer.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

QUESTION 35
A business analyst has been tasked with leading prototype efforts for a Salesforce project.
What is a prototype?

A. A model of a final proposed product
B. A first pass, simple sketch of an idea
C. A polished, proven solution

Correct Answer: B
Section:

QUESTION 36
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.

Correct Answer: C
Section:
Explanation:
The tasks that a business analyst should do to be successful during the first phase of an inventory project are elicit requirements, create flows and process diagrams, and understand business analytics. These tasks will help

them understand the current state of NTO's inventory system, capture the needs and expectations of stakeholders, map out how NTO tracks its clothing manufacturing and sales processes, and measure how NTO's inventory affects its business performance. Building automation and deploying a solution are tasks for later phases of the project after validating and testing prototypes. Architecting a solution and configuring a sandbox are tasks for developers or architects based on user stories.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories

QUESTION 37
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.

Correct Answer: A
Section:
Explanation:
One thing that user stories help the business analyst do is encourage iterative development. Iterative development is an approach that breaks down a project into smaller cycles or iterations, each delivering a working piece of functionality or value to the user. User stories are well suited for iterative development because they are concise, focused, and prioritized based on user needs and value. User stories help to deliver features faster and more frequently, while allowing for feedback and changes along the way.
Reference: https://trailhead.salesforce.com/content/learn/modules/user-story-creation/learn-about-user-stories

QUESTION 38
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

Correct Answer: B
Section:
Explanation:
The business analyst should move this item to the definition of done. The definition of done is a set of criteria that must be met before a user story or sprint can be considered complete or ready for release. The definition of done helps to ensure quality, consistency, and transparency across the project team. The step ''Code Review by Technical Architect'' is not part of the acceptance criteria for a specific user story, but rather a general requirement that applies to all user stories or sprints.
Reference: https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories

QUESTION 39
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.

Correct Answer: A
Section:

Explanation:
This answer states that associating each set of metadata changes to the corresponding user story is what the BA should do to resolve these challenges with the release team. Metadata changes are modifications to the configuration or customization of Salesforce, such as fields, objects, layouts, workflows, or apex code. Associating each set of metadata changes to the corresponding user story can help to track and manage the changes, and link them to the business requirements and acceptance criteria. This can also help to improve the communication and collaboration between the BA, the admin, and the QA team, and avoid any confusion or errors during deployment and testing.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models

QUESTION 40
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.

Correct Answer: C
Section:
Explanation:
The business analysts should use a shared system that has version control to prevent this error from happening. Version control is a feature that allows users to track and manage changes made to documents or files over time. Version control helps to avoid overwriting or losing previous versions of documents or files by creating backups or snapshots of each change. Version control also helps to compare different versions of documents or files and resolve any conflicts or discrepancies.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders

QUESTION 41
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>

Correct Answer: B
Section:
Explanation:
This is the correct order for arranging the three components of a user story. The first component is ''As a <xyz>'', which specifies the role or persona of the user who will benefit from the user story. The second component is ''I want <xyz>'', which describes the goal or feature that the user wants to achieve or use. The third component is ''so that <xyz>'', which explains the reason or value behind the goal or feature for the user.
Reference: https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories

QUESTION 42
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.

Correct Answer: C
Section:
Explanation:
This answer suggests acknowledging the feedback, creating a new user story that includes the field changes, and asking the stakeholder to update the existing test case to show it was successfully tested as the next step for the BA after receiving this feedback from a stakeholder during user acceptance testing for a global customer service project that leverages Service Cloud. Acknowledging the feedback shows respect and appreciation for the stakeholder's input and involvement. Creating a new user story that includes the field changes helps to capture and prioritize the new requirements, and avoid scope creep or impact on other user stories. Asking the stakeholder to update the existing test case to show it was successfully tested helps to validate and document that the functionality described in the test case is working as expected.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

QUESTION 43
A business analyst (BA) at Northern Trail Outfitters is preparing for a user acceptance testing (UAT) session for a global Sales Cloud project.
What should the BA do to engage the business most effectively during UAT'?

A. Hand or ownership for writing, reviewing, and executing UAT scenarios, providing feedback, and approval for release to business stakeholders.
B. Work with quality assurance analysts to collaborate in writing, reviewing and executing UAT scenarios, providing feedback, and approval for release.
C. Work business stakeholders to collaborate in writing, reviewing, and executing UAT scenarios, providing feedback, and approval for release.

Correct Answer: C
Section:

QUESTION 44
The business analyst (BA) is preparing for user acceptance testing (UAT) for Northern Trail Outfitters' new Service Cloud implementation. The BA secured the sandbox for the testing environment, wrote test cases, and created a process to track and manage reported bugs.
Which additional step is required during the UAT planning process?

A. Identify power users.
B. Schedule deployment.
C. Gather business requirements.

Correct Answer: A
Section:
Explanation:
The first step that the business analyst should take before starting UAT is to identify power users. Power users are users who have extensive knowledge and experience with using Salesforce, and can provide valuable feedback and insights during UAT. Power users can help to write, review, and execute UAT scenarios, as well as train and support other users during UAT. Power users can also act as champions for change management, and help to promote adoption and satisfaction with the solution. The business analyst should identify power users from different roles, teams, or regions, depending on the scope and scale of the project. The business analyst should also communicate with power users about their expectations, responsibilities, and availability for UAT.

QUESTION 45
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

Correct Answer: C
Section:
Explanation:
The business analyst should seek sign-offs from the business for the functional requirements, individual test case functionality, and final go live date. The functional requirements are the statements that describe what the solution must do or provide to meet user needs or business objectives. The individual test case functionality is the verification that each test case meets the acceptance criteria for the corresponding user story or requirement. The final go live date is the date when the solution will be released to production and available for users or customers. These sign-offs help to ensure that the solution is complete, satisfactory, and ready for launch.

QUESTION 46
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.

Correct Answer: A
Section:

QUESTION 47
As a part of discovery, the business analyst (BA) at Universal Containers is trying to understand how Salesforce was implemented.
What should the BA utilize to help uncover any technical constraints or potential problems in a Salesforce implementation?

A. Salesforce Optimizer
B. Setup Audit Trail
C. Reports and Dashboards

Correct Answer: A
Section:
Explanation:
The tool that the business analyst should use to help uncover any technical constraints or potential problems in a Salesforce implementation is Salesforce Optimizer. Salesforce Optimizer is a feature that analyzes a Salesforce org and provides recommendations for improving its performance, security, usability, and maintenance. It can help the business analyst identify any issues or risks in a Salesforce implementation such as unused features or components, complex configurations or customizations, low adoption rates or user satisfaction scores, etc. Setup Audit Trail is a tool that monitors and logs changes made by administrators in Setup. It can help the business analyst track who made what changes and when, but not uncover any technical constraints or potential problems in a Salesforce implementation. Reports and Dashboards are tools that display data or metrics in visual formats such as charts or tables.

QUESTION 48
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.

Correct Answer: A
Section:
Explanation:

This answer states that scheduling a one-on-one meeting with the new employee to get an alternative perspective from a beginner's mind is what the BA should do when responding to the new employee's input. A beginner's mind is a mindset that is open, curious, and eager to learn, without any preconceptions or biases. A beginner's mind can help the BA to discover new insights, ideas, or opportunities that might otherwise be overlooked or dismissed by more experienced or knowledgeable stakeholders. Scheduling a one-on-one meeting with the new employee can help the BA to listen to their input, understand their perspective, and appreciate their contribution.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 49
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

Correct Answer: A
Section:
Explanation:
The elicitation technique that the business analyst should use to gather information about 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 is journey mapping. Journey mapping is a technique that creates a visual representation of a user's experience with a product or service over time. It can help the business analyst understand how a user interacts with a product or service across different touchpoints or stages, what pain points or obstacles they encounter, what emotions or feelings they have, etc. Survey/Questionnaire is an elicitation technique that collects quantitative or qualitative data from a large number of stakeholders using predefined questions or scales. It can help the business analyst measure stakeholder satisfaction, preferences, or feedback, but not capture the details or nuances of their experience.

QUESTION 50
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.

Correct Answer: A
Section:
Explanation:
The business analyst should ask the team to reprioritize the backlog and work on the item at the top. This is because Kanban is a development model that focuses on continuous delivery and flow of work, rather than fixed iterations or sprints. Kanban uses a visual board that shows the status of work items across different stages, such as backlog, in progress, done, etc. Work items are pulled from one stage to another when there is available capacity or demand, rather than according to a predefined schedule or plan. Reprioritizing the backlog can help the team accommodate the new item and ensure that the most important or urgent work is done first. Asking the team to commit to the work for the next sprint may not be a good option because Kanban does not use sprints or time-boxed iterations. Asking the team to pivot and complete the work immediately may not be a good option because it may disrupt the flow of work or create bottlenecks or waste in Kanban.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-acceptance https://trailhead.salesforce.com/en/content/learn/modules/agile-development-with-scrum

QUESTION 51
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.

Correct Answer: A
Section:
Explanation:
The business analyst should do to gain the necessary buy-in and support from the sales team to ensure a solution meets the requirements is to ask questions to understand their needs and focus on shared goals. Asking questions is an elicitation technique that allows the business analyst to gather information, clarify assumptions, or validate understanding from stakeholders. It can help the business analyst understand the sales team's doubts or concerns about the new tool, and address them with empathy or evidence. Focusing on shared goals is a collaboration technique that aligns stakeholders on a common vision or outcome for a project or initiative. It can help the business analyst show how the new tool will benefit the sales team and meet their expectations or needs. Presenting the pros and cons of the decision by using logic and facts may not be an effective way to gain buy-in and support from the sales team because it may not address their emotional or psychological barriers or resistance to change. Demonstrating expertise and clearly stating the decision is final may not be an effective way to gain buy-in and support from the sales team because it may not involve them in the decision-making process or respect their opinions or feedback.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders

QUESTION 52
Northern Trail Outfitters (NTO) wants to leverage the power of Sales Cloud to implement its lead to cash process. A business analyst (BA) is tasked with understanding NTO's current processes, identifying areas of improvement, and communicating it effectively to stakeholders.
What should the BA use to accomplish the goal?

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

Correct Answer: B
Section:

QUESTION 53
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.

Correct Answer: C
Section:
Explanation:
The business analyst should encourage the project stakeholders to think of various ways to solve cases differently before deciding on a specific solution. This is because the business analyst should focus on understanding the problem or need that the project is trying to address, rather than jumping to a predefined solution. By exploring different options and alternatives, the business analyst can help the project stakeholders find the best fit solution that meets their requirements and expectations, as well as aligns with the project scope, budget, and timeline.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery

QUESTION 54
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.

Correct Answer: C
Section:
Explanation:
The first thing that the business analyst should do before a future state is proposed to key stakeholders is to hold a kickoff meeting to set expectations with the project team. A kickoff meeting is an important step in initiating a Salesforce project, as it helps to establish the project vision, goals, scope, roles, responsibilities, communication plan, and success criteria. A kickoff meeting also helps to build rapport and trust among the project team members, as well as identify any potential risks or issues that may affect the project delivery.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/project-initiation

QUESTION 55
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)

Correct Answer: B
Section:
Explanation:
The management process that the business analyst should suggest to help the teams align on their competing priorities is Vision, Values, Methods, Obstacles, and Measures (V2MOM). V2MOM is a framework that helps to define and communicate a shared vision and strategy for a project or organization. V2MOM stands for Vision (what you want to achieve), Values (what's important to you), Methods (how you will get it done), Obstacles (what might stand in your way), and Measures (how you will know when you're successful). V2MOM helps to align teams on their common goals and priorities, as well as track their progress and results.
Reference: https://trailhead.salesforce.com/content/learn/modules/v2mom-align-your-vision-and-values/v2mom-introduction

QUESTION 56
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.

Correct Answer: A
Section:
Explanation:
The business analyst should set up a casual meeting to create a personal connection with the stakeholder to build trust with them as the project continues. A casual meeting is an informal conversation that allows the business analyst and the stakeholder to get to know each other better, share their backgrounds and interests, and establish rapport and empathy. A casual meeting can help to ease any tension or frustration that may have arisen during the discovery session, as well as show respect and appreciation for the stakeholder's input and feedback.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/stakeholder-management

QUESTION 57
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

Correct Answer: A
Section:
Explanation:
This answer states that using a capability model is the type of process diagram that the BA should use at the beginning of a Salesforce project to outline high-level process areas such as ''Prospect to Contract''. A capability model is a diagram that shows what an organization does at a high level of abstraction, without going into details of how it does it. A capability model can help the BA to identify and group related business activities or functions into capability areas or domains, such as sales, marketing, service, or finance. A capability model can also help the BA to align business processes with business goals and strategies.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business

QUESTION 58
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

Correct Answer: A
Section:
Explanation:
The type of requirement documentation that the business analyst is using in this scenario is process mapping. Process mapping is a technique that involves creating a visual diagram of the steps or activities involved in completing a business process or workflow. Process mapping helps to document how users perform their daily work in Salesforce, what inputs and outputs they use or produce, what decisions they make, and what roles or systems they interact with. Process mapping also helps to identify any inefficiencies, bottlenecks, redundancies, or risks in the existing process, as well as opportunities for improvement or optimization.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

QUESTION 59
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.

Correct Answer: B
Section:
Explanation:
The level of detail that the business analyst should use for the process map and why is somewhat detailed. This is because the process map should provide enough information to guide new users through the onboarding process, but not overwhelm them with too much detail that may be irrelevant or unnecessary. Since the process will be repetitive, new users will learn and remember the details over time, and they can always refer back to the process map if needed. The process map should include the main steps, decisions, inputs, outputs, and roles involved in the onboarding process, as well as any exceptions or variations. The process map should also use clear and consistent terminology, symbols, and notation to ensure readability and understanding.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

QUESTION 60
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.

Correct Answer: A
Section:
Explanation:
The initial steps that the business analyst should take to help determine why the order management and fulfillment process is slow are:
Work with stakeholders to identify relevant processes, such as order placement, order confirmation, order processing, order shipping, order tracking, etc.
Select a key process with defined start and end points, such as order processing, which involves verifying customer information, checking inventory availability, allocating products, generating invoices, etc.
Collaborate with process owners and users to create a current state process map, which shows how the order processing process is currently performed in Salesforce, what steps or activities are involved, what inputs or outputs are used or produced, what decisions are made, what roles or systems are interacted with, etc.
These steps help to establish a baseline for measuring the current state of performance, identify pain points and opportunities for improvement, and align with the desired business outcomes.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

QUESTION 61
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

Correct Answer: C
Section:
Explanation:
The tool that would help UC understand the existing functionality of all of its reporting tools is a capability model. A capability model is a visual representation of the core capabilities or functions that an organization performs or delivers to achieve its strategic objectives. A capability model helps to identify and organize high-level process areas that span across different departments or teams, as well as highlight any gaps or overlaps in functionality. A capability model can also help to prioritize and scope Salesforce projects based on business value and impact.
In this case, UC can use a capability model to map out all of its reporting tools by their capabilities or functions, such as data sources, data integration, data analysis, data visualization, data sharing, etc. This would help UC understand what each reporting tool can do or provide, how they relate or differ from each other, and where there may be redundancies or inefficiencies in their reporting processes.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

QUESTION 62
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.

Correct Answer: C
Section:
Explanation:
One way that end users participate as stakeholders in data governance is by providing valuable feedback on how they use data. Data governance is a set of policies and practices that ensure data quality, security, accessibility, usability, and compliance throughout an organization. End users are important stakeholders in data governance because they are the ones who create, consume, update, delete, or share data on a daily basis. End users can provide valuable feedback on how they use data for their tasks or goals, what data they need or don't need, what challenges or issues they face with data quality or availability, what suggestions they have for improving data processes or systems, etc.

QUESTION 63
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

Correct Answer: B
Section:
Explanation:
The group that the business analyst should include early in the scoping process is stakeholders. Stakeholders are individuals or groups who have an interest or influence in the project outcome, such as customers, users, sponsors, managers, team members, etc. Stakeholders should be involved early in the scoping process because they can help to define the project vision, goals, objectives, requirements, expectations, and success criteria. Stakeholders can also help to identify any risks, issues, assumptions, or constraints that may affect the project scope. Involving stakeholders early in the scoping process can help to ensure alignment, engagement, and satisfaction with the project outcome.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/project-initiation

QUESTION 64
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.

Correct Answer: A
Section:

QUESTION 65
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

Correct Answer: A
Section:
Explanation:
The type of documentation that the business analyst should utilize to better understand business processes so they can accurately scope the project is current state analysis. Current state analysis is a technique that involves assessing and documenting how a business process or workflow is currently performed in an organization. Current state analysis helps to establish a baseline for measuring the current state of performance, identify pain points and opportunities for improvement, and align with the desired business outcomes. Current state analysis can be done using tools such as interviews, observations, surveys, or process maps.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

QUESTION 66
One retail location of Cloud Kicks has been getting complaints from shoppers about being unable to find items in the store. The general manager has asked IT to configure tablets for the sales clerks so they can move freely

around the store to assist customers.
The IT team writes a functional requirement:
* Tablets running the Salesforce mobile app must allow users to access store inventory records which include current item count and item location.
Which user story should the business analyst write to describe the functional requirement?

A. As a sales clerk, I want to see item availability and locations to help customers find items.
B. As a general manager, I want sales clerks to have tablets so they can help customers find items.
C. As a customer, I want sales clerks to have access to item availability to help them find items.

Correct Answer: A
Section:
Explanation:
The user story that the business analyst should write to describe the functional requirement is:
As a sales clerk, I want to see item availability and locations to help customers find items.
This user story follows the standard format of "As a <role>, I want <goal> so that <reason>". The role is "sales clerk", the goal is "to see item availability and locations", and the reason is "to help customers find items". This user story is concise, focused, and valuable to the user and the customer. It does not specify how the goal will be achieved or implemented, which will be defined later in the acceptance criteria or design phase.
Reference: https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories

QUESTION 67
The business analyst (BA) at Cloud Kicks is deep in planning activities for its Commerce Cloud implementation project. The project sponsor asks the team to adjust their efforts due to budgetary constraints.
What should the BA do next?

A. Organize requirements.
B. Validate requirements.
C. Prioritize requirements.

Correct Answer: C
Section:

QUESTION 68
Cloud Kicks needs to revamp its support process to improve the customer experience and has asked the Service Cloud team to collaborate with the business analyst (BA). The BA has scheduled an initial live process mapping session with all stakeholders and received the following calendar responses:

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

What should the BA do?

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

Correct Answer: C
Section:

Explanation:
This answer states that canceling the workshop and rescheduling it to a date when all stakeholders are available is what the BA should do after receiving the calendar responses for an initial live process mapping session with all stakeholders for revamping its support process to improve the customer experience. A process mapping session is a collaborative activity where the BA and the stakeholders work together to document and analyze the current state of a business process, identify pain points and opportunities, and design the future state of the process. Canceling the workshop and rescheduling it can help the BA to ensure that all stakeholders are present and engaged in the session, and that their input and feedback are captured and considered.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business

QUESTION 69
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.

Correct Answer: B
Section:
Explanation:
This answer points out that the previous VP's requirements may differ from those of the new executive as the largest risk with this approach of using the inherited requirements in lieu of a traditional discovery process for a Sales Cloud implementation. Requirements are statements that describe what a solution must do or have to meet the needs and expectations of the stakeholders or users. Requirements may change over time due to various factors, such as business goals, market trends, customer feedback, or stakeholder preferences. Using the previous VP's requirements without validating them with the new executive may result in a solution that does not align with their vision, strategy, or value proposition.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

QUESTION 70
After reviewing a technical demo, the Northern Trail Outfitters sales leadership team wants to mate adjustments to the original requirements around Sales Cloud opportunity management.
What should the business analyst do to manage the requested changes?

A. Update the gap analysis document and scope statement specification.
B. Update the change request log and draft a new user story.
C. Update the change management document and user acceptance testing plans.

Correct Answer: B
Section:
Explanation:
The best practice for managing requested changes to the original requirements is to use a change request log and user stories. A change request log is a document that tracks and records any changes that are requested by stakeholders or identified by the project team during the project lifecycle. A user story is a concise statement that describes what a user wants to do and why they want to do it in Salesforce. The BA should update the change request log with the details of the requested change, such as the description, source, priority, impact, status, and approval. The BA should also draft a new user story that captures the requested change in terms of who, what, and why, and add it to the backlog for prioritization and development.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-change-management/manage-change-requests https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories

QUESTION 71
The business analyst (BA) at Universal Containers is responsible for defining the enhancement features for the current Salesforce CPQ implementation that must be configured in the next phase of the project.
Which type of document should the BA create to achieve the objective?

A. Business analysis plan
B. Scope statement specification

C. Functional requirements specification

Correct Answer: C
Section:
Explanation:
A functional requirements specification (FRS) is a document that defines what features and functions a system should provide to meet the business needs and objectives. It describes how users will interact with the system and what outcomes they expect from it. An FRS typically includes use cases, user stories, acceptance criteria, data models, business rules, workflows, diagrams, mockups, and other details that describe how the system should work. A BA should create an FRS to define the enhancement features for the current Salesforce CPQ implementation that must be configured in the next phase of the project.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional-requirements/understand-functional-requirements

QUESTION 72
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

Correct Answer: C
Section:
Explanation:
A user story is a type of documentation that describes what functionality a system should provide from a user's perspective. It is written in simple language that anyone can understand and follows a standard format of ''As a [user role], I want [functionality], so that [benefit]''. A user story helps to capture the user's needs and expectations from the system and provides a basis for developing test cases and acceptance criteria. A BA should use user stories to document the functionality that a system should provide so it can be developed into a work item.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories

QUESTION 73
A business analyst (BA) is working on a request from a sales leader at Universal Containers. The sales leader has noticed the quality of information on new leads has declined recently. After completing their initial research, the BA concludes that the Salesforce lead intake form needs to be updated to include only essential information. Since several sales teams use the intake form, the BA must get alignment from all of the groups.
How does whiteboarding help the BA collaborate with multiple stakeholders?

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

Correct Answer: B
Section:
Explanation:
Whiteboarding is a technique that involves using a whiteboard or a similar tool to visually represent a process, problem, or solution. Whiteboarding helps the BA collaborate with multiple stakeholders by building a shared understanding of the current state, creating a space for everyone to contribute since the activity feels shared, and guiding the conversation while maintaining engagement. Whiteboarding also helps to identify issues, gaps, opportunities, and dependencies in the process, and to generate ideas and feedback from stakeholders.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/plan-and-facilitate-a-process-mapping-session

QUESTION 74
The business analyst (BA) on the Salesforce development team at Northern Trail Outfitters is leading a requirements elicitation workshop about the process for onboarding new wholesale partners. While whiteboarding the process, one stakeholder continuously interrupts and points out inefficiencies with invoicing and delivery processes.
What should the BA do to prevent the session from being derailed?

A. Shift the conversation from onboarding to the stakeholder's concerns.
B. Ask the stakeholder to focus on the onboarding process.
C. Add the stakeholder's concerns to a 'parking lot' for further discussion.

Correct Answer: C
Section:
Explanation:
The best practice for preventing a session from being derailed by an off-topic stakeholder is to use a ''parking lot'' technique. A parking lot is a list of topics or issues that are not relevant to the current session but may need further discussion or resolution later. The BA should add the stakeholder's concerns to a parking lot for further discussion, and acknowledge that they are important but out of scope for the current session. This way, the BA can keep the session focused on the onboarding process and avoid wasting time or losing engagement from other stakeholders.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/plan-and-facilitate-a-process-mapping-session

QUESTION 75
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.

Correct Answer: A
Section:
Explanation:
The option that captures this requirement is ''Make the template user-friendly and accessible only by members of the account team.'' This option clearly states what needs to be done (make the template user-friendly and accessible) and who it is for (members of the account team). The other options are either incomplete or irrelevant. Option B does not specify what needs to be done or who it is for. Option C does not specify what needs to be done or why it is important.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-requirements/understand-requirements

QUESTION 76
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 the 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.

Correct Answer: A
Section:
Explanation:
This answer provides an example of how to construct the user story for creating a new picklist field called ''Lost Reason'' on the Opportunity object with the goal of improving pipeline reports, using this format: As a , I want <goal>, so that <value>. This answer defines the persona as ''sales leader'', who is likely to be one of the main users or beneficiaries of this feature. It also defines the goal as ''see more details on Closed/Lost Opportunities'', which is what they want to accomplish with this feature. Finally, it defines the value as ''help the sales team improve close rates'', which is why they want to accomplish this goal and how they will measure success.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

QUESTION 77
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.

Correct Answer: A
Section:
Explanation:
The best practice for giving all team members access and visibility to the most recent user stories as the project is in motion is to define a common repository to hold all user stories and track changes over time. A common repository is a centralized location where all user stories are stored and managed. It allows all team members to access, view, edit, comment, prioritize, assign, and update user stories as needed. It also tracks changes over time and provides version control and history of user stories. A common repository can be a tool such as Jira, Trello, Asana, or Salesforce Agile Accelerator.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/manage-user-stories

QUESTION 78
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

Correct Answer: B
Section:
Explanation:
This answer states that using who, what, and why is what each user story should include for optimizing a very manual process in its Salesforce org. Who refers to the persona, which is a fictional representation of a typical user or stakeholder who will use or benefit from a feature or a functionality. What refers to the goal, which is what the user or stakeholder wants to accomplish with the feature or functionality. Why refers to the value, which is why the user or stakeholder wants to accomplish the goal, and how they will measure success. Using who, what, and why can help the BA to write effective user stories that capture and prioritize the requirements, and align them with the stakeholder value and expectations.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

QUESTION 79
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.

Correct Answer: A
Section:
Explanation:
A definition of done is a set of criteria that determines when a user story is completed and ready for deployment. It typically includes technical, functional, and quality aspects of the user story, such as code quality, unit testing, documentation, performance, security, and usability. One possible definition of done for this user story is ''The Candidate Status field can be updated.'' This criterion checks if the functionality of updating the candidate's submission progress is working as expected and meets the user's need.

Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/define-done

QUESTION 80
The Cloud Kicks business analyst (BA) is frustrated because the requirements tracking spreadsheet is often incomplete or out-of-sync for the Slack transition project. The development team has recommended that the BA use a DevOps tool as an alternative.
What are the benefits of using a DevOps tool in this situation?

A. Tracks changes on a daily basis and provides a history of changes
B. Tracks changes for the testing team and provides access to user stories
C. Tracks changes in real time and provides a single source of truth

Correct Answer: C
Section:
Explanation:
This answer states that using a DevOps tool can help to track changes in real time and provide a single source of truth as the benefits of using a DevOps tool in this situation where the requirements tracking spreadsheet is often incomplete or out-of-sync for the Slack transition project. A DevOps tool is a software application that supports the collaboration and automation of development and operations teams, such as Git, Jira, or Azure DevOps. A DevOps tool can help to track changes in real time by synchronizing the code changes, user stories, tasks, and bugs across different environments and branches. A DevOps tool can also help to provide a single source of truth by storing and managing all the project artifacts, such as requirements, code, tests, and documentation, in one centralized location that is accessible and visible to all project team members.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/git-and-git-hub-basics/work-with-teams

QUESTION 81
Universal Containers has scheduled a meeting with stakeholders, business analysts (BAs), and technical resources to review user stories. A BA reviews the user stories in advance of the meeting and notices that some best practices have been ignored. The first user story is focused on escalating cases in Service Cloud:
'The customer service agent needs the ability to escalate a case so they can assign high-risk cases to tier 2 support for faster resolution.'
Acceptance Criteria:
1- Add permission set
2- Users can escalate cases
3- Create fields on the Case object
4- Reports
Which best practice was ignored?

A. The 'who' of the user story is well-defined.
B. The 'why'' of the user story is focused on user needs.
C. The ''what'' of the acceptance criteria is negotiable.

Correct Answer: B
Section:
Explanation:
A use case is a type of documentation that describes how a user interacts with a system to achieve a specific goal. It is written from the user's point of view and follows a standard format of ''A [user role] wants to [goal] by [steps]''. A use case helps to capture the user's needs and expectations from the system and provides a basis for developing test cases and acceptance criteria. A BA should use use cases to document how users will interact with the system and what outcomes they expect from it.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional-requirements/write-use-cases
This answer points out that the previous VP's requirements may differ from those of the new executive as the largest risk with this approach of using the inherited requirements in lieu of a traditional discovery process for a Sales Cloud implementation. Requirements are statements that describe what a solution must do or have to meet the needs and expectations of the stakeholders or users. Requirements may change over time due to various factors, such as business goals, market trends, customer feedback, or stakeholder preferences. Using the previous VP's requirements without validating them with the new executive may result in a solution that does not align with their vision, strategy, or value proposition.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

QUESTION 82
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

Correct Answer: B
Section:
Explanation:
The project team needs to agree upon a definition of done to ensure that the work is ready to be deployed. A definition of done is a set of criteria that determines when a user story is completed and ready for deployment. It typically includes technical, functional, and quality aspects of the user story, such as code quality, unit testing, documentation, performance, security, and usability. A definition of done helps to ensure that the work meets the expected standards and quality, satisfies the user's needs and expectations, and aligns with the project goals and scope.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/define-done

QUESTION 83
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

Correct Answer: C
Section:
Explanation:
The checklist item that is the most likely reason why the stories are incomplete at the close of the sprint is small. Small means that a user story should be simple and concise, and it should be able to be completed within a single sprint by a single developer or a small team. A user story that is too large or complex may be difficult to estimate, prioritize, test, or deliver within the sprint timeframe. A user story that is too small may be trivial, redundant, or irrelevant to the project goals. A user story that is not small enough may need to be broken down into smaller and more manageable chunks.
Reference: https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories

QUESTION 84
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.

Correct Answer: C
Section:
Explanation:
One benefit of creating user stories that the business analyst can share with the executive sponsor is that it saves time when prioritizing and implementing functionality. User stories are short and simple descriptions of a feature or functionality from the perspective of an end user or customer. User stories help to capture the value and benefits of a solution, rather than the technical details or specifications. User stories also help to facilitate communication and collaboration among stakeholders, developers, and testers. User stories can save time when prioritizing and implementing functionality because they can be easily ranked or ordered based on their importance, urgency, dependency, or impact. User stories can also save time when implementing functionality because they can be easily translated into development tasks, acceptance criteria, and test cases.
Reference: https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories

QUESTION 85
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

Correct Answer: A
Section:

QUESTION 86
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, and scripts 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.

Correct Answer: B
Section:
Explanation:
User acceptance testing is end-user testing performed in a sandbox or test environment to verify that a project or enhancement works as intended, and what was originally requested is actually being delivered. To ensure that the solution fulfills the needs of the sales team, the business analyst should choose subject matter experts as testers and prepare a sandbox with quality test data, test cases, and scripts that match real-world scenarios. Subject matter experts are users who have extensive knowledge and experience with the business domain and processes. They can provide valuable feedback and insights on whether the solution meets their expectations and requirements. A sandbox is a copy of a production environment where users can test changes without affecting live data or users. Quality test data is data that is realistic, relevant, and representative of what users will encounter in production. Test cases are descriptions of specific scenarios or situations that users will perform with the solution.Test scripts are step-by-step instructions on how to execute each test case.
Reference:1https://trailhead.salesforce.com/en/content/learn/modules/user-acceptance-testing-video/learn-about-user-acceptance-testing

QUESTION 87
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.

Correct Answer: C
Section:
Explanation:
After reviewing the user acceptance testing results, the business analyst should present recommendations from testing to determine if improvements should be made to the underlying implementation. Recommendations are suggestions or proposals on how to enhance or modify the solution based on the feedback and findings from testing. They should be prioritized according to their impact, urgency, and feasibility. The business analyst should collaborate with stakeholders, developers, and testers to review and evaluate the recommendations and decide which ones should be implemented before deploying the solution to production. Running testing again, ensuring the scripts reflect expectations and business processes match functionality, is not a good option because it does not address the root cause of why the functionality was different from what was requested.Decomposing and modeling the business processes, and identifying testing procedures to calculate new values, is not a good option because it does not involve the stakeholders or developers in finding solutions.
Reference:1https://trailhead.salesforce.com/en/content/learn/modules/user-acceptance-testing-video/learn-about-user-acceptance-testing

QUESTION 88
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

Correct Answer: C
Section:

QUESTION 89
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

Correct Answer: C
Section:
Explanation:
A full copy sandbox is a copy of a production environment that includes all data and metadata. It is suitable for user testing because it provides a realistic and isolated environment where users can test changes without affecting live data or users. Power users are users who have extensive knowledge and experience with the business domain and processes. They can provide valuable feedback and insights on whether the solution meets their expectations and requirements. A scratch org is a temporary and lightweight environment that is suitable for development and testing of code-based changes, but not for user testing of declarative changes. A partial sandbox is a copy of a production environment that includes some data and all metadata.It is suitable for quality assurance testing, but not for user testing because it may not have enough data to cover all scenarios.
Reference:1https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models/understand-what-application-lifecycle-management-is

QUESTION 90
The business analyst (BA) at Universal Containers is preparing for user acceptance testing (UAT) for an Experience Cloud implementation.
Which people should participate in UAT?

A. Business users, project manager, key stakeholders
B. BA, project manager, key stakeholders
C. BA, business users, key stakeholders

Correct Answer: A
Section:
Explanation:
This answer states that business users, project manager, and key stakeholders are the people who should participate in UAT for an Experience Cloud implementation. UAT is a phase of testing where the BA verifies that the solution meets the requirements and expectations of the end users or customers. Business users are the people who will use or benefit from the solution on a regular basis, and who can provide feedback on its functionality, usability, and value. Project manager is the person who oversees and coordinates the project activities, resources, and deliverables, and who can ensure that UAT is conducted according to the project plan and scope. Key stakeholders are the people who have a significant interest or influence in the project outcome, and who can approve or reject the solution based on UAT results

QUESTION 91
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.

Correct Answer: C
Section:
Explanation:
This answer states that documenting the desired outcome and researching the impact of making a change are the next steps that the BA should take after receiving feedback from UC's sales manager who customized all of their list views on the Account object to include a new field and realized they are unable to modify the recently viewed list. Documenting the desired outcome means that the BA records what the sales manager wants to achieve or accomplish by modifying the recently viewed list, such as filtering, sorting, or grouping by the new field. Researching the impact of making a change means that the BA investigates how modifying the recently viewed list would affect other aspects of UC's Salesforce environment, such as performance, security, usability, etc. Documenting the desired outcome and researching the impact of making a change are the next steps that the BA should take after receiving feedback from UC's sales manager because they help the BA to understand and validate the business need and expectation of the sales manager, and to evaluate and propose possible solutions or alternatives for modifying the recently viewed list.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 92
Northern Trail Outfitters is undergoing a service Cloud implementation and has decided to use the Scrum methodology for the implementation. A business analyst (BA) received an urgent, high-priority change request in the middle of a sprint.
Which step should the BA take next?

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

Correct Answer: B
Section:
Explanation:
The best practice for handling an urgent, high-priority change request in Scrum is to add it to the prioritized backlog for the next sprint. This way, the change request can be reviewed by the product owner and estimated by the development team before being added to a sprint. Adding a change request to an ongoing sprint would disrupt the planned scope and schedule of work.
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/manage-change-requests
https://www.scrum.org/resources/blog/how-handle-change-request-scrum

QUESTION 93
Universal Containers recently launched a solution that leverages Service Cloud for its North America (NA) customer support team. Planning has started for the second phase of the project which will expand the solution to include the Asia Pacific (APAC) customer support team. The APAC readership team has indicated that its processes are similar to the NA team. The APAC team wants to see the high-level process areas that were used for the NA team so it car scope the key priorities for the overall business. The business analyst (BA) has scheduled a meeting with the APAC team. ,
Which action should the BA take during the meeting?

A. Share individual user stories from the NA implementation.
B. Review the capability model from the NA Implementation.
C. Demo the end-to-end solution from the NA implementation.

Correct Answer: B
Section:
Explanation:
A capability model is a high-level representation of what a business does or needs to do in order to achieve its goals and objectives. A capability model can help a business analyst review the key process areas that were used for NA team with APAC team so they can scope their priorities for overall business improvement. A capability model can also help identify gaps or overlaps between different regions or teams.

https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/create-a-capability-model
https://www.bain.com/insights/management-tools-capability-sourcing/

QUESTION 94
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.

Correct Answer: C
Section:
Explanation:
This answer states that using Salesforce terminology and language is what the BA should recommend to the project team to increase understanding when documenting requirements, process and potential solutions for reviewing the existing Salesforce manufacturing solution that has low adoption and a variety of customization including custom objects, custom fields, renamed standard fields. Salesforce terminology and language are the words and phrases that are commonly used in the Salesforce ecosystem, such as objects, fields, records, apps, tabs, profiles, roles, etc. Using Salesforce terminology and language can help the BA to communicate and document the requirements, process and potential solutions in a consistent and accurate way, and avoid confusion or misunderstanding among the project team members who are familiar with Salesforce.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

QUESTION 95
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

Correct Answer: A
Section:
Explanation:
Universal Process Notation (UPN) is a method to show current state business flows in Salesforce. UPN is a process modeling technique that shows the flow of activities and decisions using simple symbols and plain language. It can help document existing processes in a clear and concise way that can be easily understood by anyone involved in the project. Entity Relationship Diagramming (ERD) is not a method to show current state business flows in Salesforce. ERD is a data modeling technique that shows the relationships among entities using symbols and attributes. It can help design database schemas or data structures for an application. Storyboarding is not a method to show current state business flows in Salesforce. Storyboarding is a technique to help stakeholders visualize how a solution will work by creating sketches or mockups of the user interface and interactions.It can help elicit feedback and validate requirements for a proposed solution.
Reference:1https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

QUESTION 96
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.

Correct Answer: B
Section:

Explanation:
This answer suggests researching third-party apps on the AppExchange as the next thing that the BA should do after a sales manager expresses frustration that the sales team is failing to enter calls in Salesforce, and hopes to resolve the issue quickly and has limited time and budget to complete revamp existing tools and process. The AppExchange is an online marketplace where customers can find, try, buy, and install apps that extend the functionality of Salesforce. Researching third-party apps on the AppExchange can help the BA to find a possible solution that can address the issue of entering calls in Salesforce without requiring a lot of time, budget, or customization. Researching third-party apps on the AppExchange can also help the BA to compare different features, prices, ratings, and reviews of various apps that can meet the sales manager's needs and expectations.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 97
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

Correct Answer: C
Section:
Explanation:
The business analyst should focus on scheduling an all-day collaboration workshop with both teams to resolve their differences around contact management for a new Salesforce implementation. A collaboration workshop is a technique to bring together different stakeholders to share information, discuss issues, generate ideas, make decisions, or reach consensus on a topic or problem. Scheduling an all-day collaboration workshop with both teams can help identify their needs, expectations, pain points, goals, and priorities around contact management and find common ground or alignment among them.Mapping historical lead data from each team and building charts to highlight similarities is not a good option because it would not address the disconnect between the sales and marketing teams' definition of a qualified lead, which is related to contact management, not lead management. Evaluating team' skill and experience to determine how they can better align is not a good option because it would not address the disconnect between the sales and marketing teams' definition of a qualified lead, which is related to contact management, not skill or experience.
Reference:1https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/collaborate-with-stakeholders

QUESTION 98
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

Correct Answer: B
Section:
Explanation:
The business analyst should log a defect for the page layout change and discuss it with the DevOps team to address the issue of one of the minor changes to the Account page layout for the project being missing. A defect is an error or flaw in an application that causes it to deviate from its expected behavior or result. Logging a defect for the page layout change can help document the issue, its impact, and its priority, and assign it to someone responsible for fixing it. Discussing it with the DevOps team can help understand why the change was missing, how it can be resolved, and when it can be deployed. Making the page layout change directly in UAT so the client can begin testing is not a good option because it would bypass the development process, create inconsistency among environments, and introduce potential risks or errors. Asking the project manager to reschedule UAT until after the defect is resolved is not a good option because it would delay the testing schedule, impact the project timeline, and reduce customer satisfaction.
Reference:1https://trailhead.salesforce.com/en/content/learn/modules/user-acceptance-testing-video/learn-about-user-acceptance-testing

QUESTION 99
Northern Trail Outfitters is setting up a new team to support an implementation of Service Cloud and is considering which workflow to use.
In which scenario should he business analyst recommend Kanban?

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

Correct Answer: A
Section:
Explanation:
Kanban is an agile methodology that focuses on visualizing work, limiting work in progress, managing flow, making policies explicit, implementing feedback loops, improving collaboratively, evolving experimentally (Kaizen). Kanban is suitable for scenarios where work is generally project-based and can be broken into smaller pieces that can be completed quickly and independently by different team members without dependencies or bottlenecks. Kanban uses boards with columns representing different stages of work (such as backlog, doing, done) and cards representing individual work items (such as tasks, features, bugs). Kanban helps teams monitor their progress, identify issues, prioritize work, optimize resources, improve quality, reduce waste, increase efficiency, deliver value faster, adapt to changing needs, etc.

QUESTION 100
Universal Containers is developing a new recurring app utilizing Lightning screen flows. The business analyst (BA) has started writing user stores in a repository. The project lead has edited user stories in the DevOps tool to make them more complete.
What should the BA do to understand which user stories were modified?

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

Correct Answer: C
Section:
Explanation:
The business analyst should review the version control history to understand which user stories were modified by the project lead. Version control is a system that records changes to a file or set of files over time so that you can recall specific versions later. Version control can help track who made what changes, when, and why. It can also help compare different versions, merge changes, resolve conflicts, and restore previous versions. The business analyst should use a version control system to store and manage their user stories in a repository and review the version control history to see the edits made by the project lead. Reviewing the approval history is not a good option because it would only show who approved or rejected the user stories, not who modified them or how. Reviewing the change sets history is not a good option because it would only show what metadata components were deployed or retrieved between orgs, not what user stories were modified or how.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/org-development-model/get-to-know-org-development

QUESTION 101
Cloud Kicks is implementing cases to handle its growing volume of customer inquiries. The Business analyst (BA) on the implementation has 2 years of experience with Service Cloud. This is one of the user stories the BA wrote for the implementation:
A customer service representative wants to use Salesforce Macros to update notes and change the case stats to close to reduce the time spent on each case.
Which mistake did the BA make when writing this user story?

A. The incorrect persona was used in the story.
B. The story included feature- specific language.
C. The story explained the value to the user.

Correct Answer: B
Section:
Explanation:
The mistake that the business analyst made when writing this user story was that the story included feature-specific language rather than focusing on what needs to be achieved by implementing this feature or functionality. For example, specifying that ''a customer service representative wants to use Salesforce Macros'' implies a particular design choice rather than describing what outcome should be achieved by reducing the time spent on each case (such as automating repetitive tasks or streamlining workflows). User stories should be aligned with the user's goal rather than prescribing how to achieve it so that they do not limit creativity or innovation in finding

solutions. User stories should also be small and testable so that they can be easily verified by using techniques such as scenarios or test cases. The incorrect persona was not used in the story because customer service representative is a valid user role or persona who will benefit from this feature or functionality. The story explained the value to the user rather than focusing on what needs to be achieved by implementing this feature or functionality because reducing the time spent on each case is a benefit or value that the customer service representative will get from this feature or functionality.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories

QUESTION 102
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

Correct Answer: A
Section:
Explanation:
The business analyst should use the metadata coverage report to determine which changes must be made manually in each environment. The metadata coverage report is a tool that shows which metadata types and components are supported in different development models and tools, such as change sets, Metadata API, Salesforce CLI, etc. The business analyst should use the metadata coverage report to identify which changes can be deployed automatically using declarative change sets and which changes must be made manually using other tools or methods. The object schema builder is not a resource to determine which changes must be made manually in each environment. The object schema builder is a tool that lets you create and modify custom objects and fields using a graphical interface. It does not show which metadata types and components are supported in different development models and tools. The setup audit trail is not a resource to determine which changes must be made manually in each environment. The setup audit trail is a tool that tracks the recent setup changes that you and other admins have made to your org. It does not show which metadata types and components are supported in different development models and tools.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models/understand-what-application-lifecycle-management-is

QUESTION 103
An executive stakeholder 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

Correct Answer: A
Section:
Explanation:
This answer states that creating a capability map detailing the functionality of Salesforce and AppExchange Quote-to-Cash products is the type of document that the BA should present to the stakeholders who want to explore automating NTO's Quote-to-Cash process. A capability map is a diagram that shows what an organization does at a high level of abstraction, without going into details of how it does it. A capability map can help the BA to present to the stakeholders how Salesforce and AppExchange Quote-to-Cash products can support their business activities or functions related to generating quotes, contracts, orders, invoices, and payments. A capability map can also help the BA to align the potential solutions with the business goals and strategies of NTO.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business

QUESTION 104
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

Correct Answer: A
Section:
Explanation:
The business analyst should use a stakeholder analysis to gather additional perspective, feedback, and detail on the requirements from the NTO team. A stakeholder analysis is a technique to identify and understand the needs, expectations, interests, influence, and power of the stakeholders involved in a project. A stakeholder analysis can help the business analyst communicate effectively with the stakeholders, manage their expectations, address their concerns, involve them in decision making, and obtain their feedback and approval. A business analysis plan is not a document to gather additional perspective, feedback, and detail on the requirements from the NTO team. A business analysis plan is a document that describes how the business analysis activities will be conducted, such as what techniques, tools, deliverables, roles, and responsibilities will be used. A business analysis plan can help the business analyst plan and manage their work, but it does not help them gather information from the stakeholders. A current state analysis is not a document to gather additional perspective, feedback, and detail on the requirements from the NTO team. A current state analysis is a technique to understand and document how the current situation or process works, what are its strengths and weaknesses, what are the problems or opportunities for improvement, and what are the root causes of the issues. A current state analysis can help the business analyst identify gaps and needs, but it does not help them gather information from the stakeholders.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analyst_skills-strategies/explore-techniques--information-discovery

QUESTION 105
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

Correct Answer: A
Section:
Explanation:
The persona that should be listed in this user story is sales rep. A persona is a fictional representation of a user role or group who will benefit from a feature or functionality. It helps describe who the user is, what they want or need, and why they want or need it. The persona should be specific enough to capture the characteristics and goals of the user group, but not too specific that it excludes other potential users. The persona that should be listed in this user story is sales rep because they are the ones who want to capture the names of the contact's spouse and children to help build the relationship. Contact is not a persona that should be listed in this user story because they are not the ones who will use or benefit from this feature or functionality. They are the object of the feature or functionality, not the subject. Service rep is not a persona that should be listed in this user story because they are not the ones who want or need this feature or functionality. They may have different goals or expectations than sales reps when it comes to contact management.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories

QUESTION 106
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

Correct Answer: B
Section:
Explanation:
The step of the application lifecycle management (ALM) cycle that requires the business analyst to study current business processes, gather requirements, and analyze them is plan. ALM is a process that helps manage changes to an application from planning to deployment and beyond. ALM has six steps: plan, develop, test, build release, test release, and release. The plan step is where the business analyst studies current business

processes, gathers requirements, and analyzes them to understand what needs to be changed or improved in an application. The plan step also involves defining objectives, scope, budget, timeline, deliverables, roles and responsibilities for a project. The develop step is where developers create or modify code or declarative components based on the requirements gathered in the plan step. The test step is where testers verify that the code or declarative components work as expected and meet quality standards using various testing techniques and tools. The build release step is where developers package all code or declarative components into a release that can be deployed to other environments using various deployment techniques and tools. The test release step is where end users test the release in a sandbox or test environment to verify that it works as intended, and what was originally requested is actually being delivered. The release step is where the release is deployed to production and made available to end users.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models/understand-what-application-lifecycle-management-is

QUESTION 107
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.

Correct Answer: A
Section:
Explanation:
This answer states that working with subject matter experts to perform UAT in a sandbox is what the BA should do during UAT to ensure that a record-triggered flow that notifies account and opportunity owners once a quote has been accepted meets the requirements for Cloud Kicks. Subject matter experts are people who have specialized knowledge or skills in a specific domain or area, such as sales, service, marketing, or accounting. Working with subject matter experts can help the BA to test and validate that the record-triggered flow works as expected and meets their needs and expectations. A sandbox is a copy of a Salesforce org that is used for development, testing, or training purposes. Performing UAT in a sandbox can help the BA to test and validate the record-triggered flow in a safe and isolated environment, without affecting the production org or data.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 108
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.

Correct Answer: C
Section:
Explanation:
This answer states that building tooltips and discoverable content in the new console layouts is how the BA should help the EMEA sales team learn the new features after completing the user acceptance testing phase of a major update to Sales Cloud. Tooltips are small pop-up windows that provide brief explanations or instructions for a feature or a functionality when a user hovers over or clicks on an element. Discoverable content is content that is hidden until a user interacts with a trigger, such as a button, a link, or an icon. Building tooltips and discoverable content in the new console layouts can help the BA to provide contextual and on-demand guidance and information to the EMEA sales team, and help them learn the new features at their own pace and convenience.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 109
Northern Trail Outfitter is eliciting feedback from a small number of key stakeholders within the organization for improvements to the current opportunity pipeline process. One of the stakeholders has a tendency to dominate the conversation which takes the group off topic and interfaces with meeting the objective.
How should the business analyst collaborate with the key stakeholder's?

A. Conduct individual interviews to gather input.
B. Conduct a group brainstorming session to generate ideas.

C. Conduct a focus group to identify pain points.

Correct Answer: A
Section:
Explanation:
The business analyst should conduct individual interviews to gather input from the key stakeholders. Interviews are a technique that involves asking open-ended questions to stakeholders or users to gather information and feedback about their needs, expectations, preferences, pain points, goals, etc. Interviews help to elicit requirements and user stories from the key stakeholders by allowing them to express their opinions and experiences in their own words, as well as clarifying any doubts or ambiguities. Interviews also help to avoid the influence or dominance of one stakeholder over others, as well as reduce the risk of groupthink or conformity.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery

QUESTION 110
A business analyst JBA) for Northern Trail Outfitters (NTO) is reviewing the business backlog and determines that many of the requirements would require custom code that is expensive and hard to maintain. The BA knows that the backlog should be prioritized by people who have knowledge of the features and functionary of the Salesforce Platform.
Who should own the process of prioritizing the business backlog?

A. The third-party implementation team, with support from the internal technology teams affected by the project who understand NTO's vision and strategy
B. The business teams affected, with support from the internal technology teams who understand ways to maximize Salesforce's declarative features
C. The project manager, with support from the third-party implementation and business teams who understand both platform and business priorities.

Correct Answer: B
Section:
Explanation:
The process of prioritizing the business backlog should be owned by the business teams affected, with support from the internal technology teams who understand ways to maximize Salesforce's declarative features. The business backlog is a list of requirements or user stories that describe the features or functionality that the business needs or wants from a project or enhancement. The business backlog should be prioritized by the business teams affected because they are the ones who have the most knowledge and interest in the business value and impact of each requirement or user story. The business backlog should also be supported by the internal technology teams who understand ways to maximize Salesforce's declarative features because they are the ones who have the most knowledge and expertise in the technical feasibility and complexity of each requirement or user story.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/requirements-management

QUESTION 111
Cloud Kicks has decided to implement a case management process through Service Cloud. A business analyst (BA) has been tasked with writing requirements for this new feature.
Which process should the BA follow to draft and finalize the requirements?

A. 1. Review information from the discovery. 2. Ask clarifying questions. 3. Draft requirements. 4. Share requirements with the technical so they can begin building. 5. Create user acceptance criteria and test cases.
B. 1. Review information from the discovery. 2. Draft requirements. 3. Ask clarifying questions. 4. Draft user stories. 5. Share user stories with the technical team so they can begin building.
C. 1. Review information from the 2. Ask clarifying questions. 3. Draft requirements. 4. Refine and confirm requirements. 5. Prioritize which requirements will be included in the minimum viable product.

Correct Answer: C
Section:
Explanation:
This answer states that following these steps is the process that the BA should follow to draft and finalize the requirements for implementing a new Service Cloud feature for Cloud Kicks. Reviewing information from the discovery means that the BA revisits the information or data that was collected during the discovery phase, such as business goals, stakeholder needs, pain points, opportunities, etc. Asking clarifying questions means that the BA seeks to understand and verify the information or data that was collected, and to resolve any ambiguities or conflicts among them. Drafting requirements means that the BA writes down the statements that describe what the solution must do or have to meet the business goals and stakeholder needs. Refining and confirming requirements means that the BA revises and validates the requirements with the stakeholders, and ensures that they are clear, concise, consistent, and complete. Prioritizing which requirements will be included in the minimum viable product means that the BA determines which requirements are essential or desirable for delivering a solution that provides value to the stakeholders, and which requirements can be deferred or excluded from the scope.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

QUESTION 112

Cloud Kicks will launch a new customer experience portal. During discussions with the VP of customer service, a business analyst (BA) recorded the following:
* All logins must use multi-factor authentication (MFA).
* Portal pages should load within 2 seconds.
How should the BA document the items?

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

Correct Answer: B
Section:
Explanation:
The items that the business analyst documented are non-functional requirements. Non-functional requirements are statements that describe how a system or solution should perform, behave, or appear, rather than what it should do or provide. Non-functional requirements can include aspects such as usability, reliability, security, availability, scalability, etc. Non-functional requirements help to ensure that the system or solution meets the quality standards and expectations of the stakeholders or users. The items that the business analyst documented are non-functional requirements because they specify how Sales Cloud should perform (portal pages should load within 2 seconds) and behave (all logins must use multi-factor authentication).
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/requirements-management

QUESTION 113
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.

Correct Answer: C
Section:
Explanation:
The user story should include a quantifiable reason why the feature is needed. This helps to define the value or benefit that the user expects from the feature, and provides a basis for prioritizing, testing, and accepting the user story. A quantifiable reason should be specific, measurable, achievable, realistic, and time-bound. For example, ''As a service agent I want Salesforce Macros to complete repetitive tasks faster so that I can reduce my average case resolution time by 10%.'' The other options are either irrelevant or incorrect. Option A does not improve the user story, but rather makes it vaguer and ambiguous. Option B does not improve the user story, but rather changes the user role and perspective.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories

QUESTION 114
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.

Correct Answer: A
Section:
Explanation:

This answer states that gathering requirements and analyzing them is the first step in the Application Lifecycle Management (ALM) process that should be taken for adding a custom field to a page layout in a sandbox for Universal Containers. ALM is a framework that defines and manages the stages involved in developing, testing, deploying, and maintaining a software application. ALM typically consists of these steps: gather requirements and analyze them, design and build solutions, test solutions, deploy solutions, and maintain solutions. Gathering requirements and analyzing them means that the BA identifies and understands the business needs and expectations of the stakeholders or users, and defines what the solution must do or have to meet them.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models

QUESTION 115
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

Correct Answer: B
Section:
Explanation:
This answer states that violating the definition of done is the principle of Agile methodology that this situation violates for completing UAT of a solution at Universal Containers. Agile methodology is an approach to software development that emphasizes delivering value to customers in short iterations or sprints, and responding to changing requirements with flexibility and collaboration. Definition of done is a criterion or a checklist that specifies when a user story or a task is considered complete and ready for deployment or delivery. Violating the definition of done means that the BA accepts a user story or a task as done without ensuring that it meets all the quality standards or acceptance criteria agreed upon by the project team.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/agile-basics/agile-basics-done

QUESTION 116
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

Correct Answer: A
Section:
Explanation:
The analysis that a BA should perform is strategy analysis. Strategy analysis is a technique that helps to understand the business context and environment of an organization, its vision and goals, its strengths and weaknesses, its opportunities and threats, its capabilities and resources, and its stakeholders and competitors. Strategy analysis helps to identify the business problems or needs that need to be addressed, evaluate potential solutions or options that can address them, and align them with the business strategy and objectives. In this case, CK faces challenges with accurate reporting and metrics to use when scheduling service agent shifts. A BA should perform strategy analysis to understand CK's business context and environment, identify the root causes of the challenges, evaluate potential solutions or options that can solve them in Salesforce, and align them with CK's business strategy and objectives.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-strategy-analysis/understand-strategy-analysis

QUESTION 117
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.

Correct Answer: B
Section:
Explanation:
The option that best represents the ''I'' component of the INVEST checklist to make a good user story from this requirement is 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. The ''I'' component stands for Independent, which means that the user story should be self-contained and not depend on or overlap with other user stories. Option B is independent because it focuses on a specific need and goal of the finance user, and does not rely on or affect other user stories. The other options are either dependent or irrelevant. Option A is dependent because it specifies a particular solution (Timesheet object) that may depend on or overlap with other user stories. Option C is irrelevant because it does not address the requirement of knowing how long it takes to assemble a container.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories

QUESTION 118
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.

Correct Answer: C
Section:
Explanation:
The best practice that the BA should follow is to schedule additional discovery sessions with the sales users to understand what will be impacted by the changes. Discovery sessions are meetings or workshops where the BA elicits, clarifies, and validates the needs, expectations, pain points, goals, and priorities of the stakeholders for a project. Discovery sessions help to gather more information and feedback from the stakeholders, understand their perspectives and preferences, identify the gaps and opportunities in their current process, and demonstrate the value and benefits of the proposed solution. By scheduling additional discovery sessions with the sales users, the BA can better understand their challenges and requirements, and document a comprehensive list of the components that will be affected by the updated flow.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-discovery/plan-and-facilitate-discovery-sessions

QUESTION 119
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

Correct Answer: A
Section:

QUESTION 120
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

Correct Answer: B
Section:
Explanation:
Another important item that the BA should look for in the UAT plan is timelines. Timelines are schedules that specify when each testing activity or task should start and end, and who is responsible for completing them. Timelines help to ensure that testing is conducted in an efficient and timely manner, avoid delays or conflicts in testing resources or availability, and meet the project deadlines and expectations. The other options are either irrelevant or incomplete. Option A does not relate to the UAT plan, but rather to the project budget or scope. Option C does not specify what process maps are needed or how they are used in testing.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-testing/plan-user-acceptance-testing

QUESTION 121
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

Correct Answer: C
Section:
Explanation:
The document that the BA should review and revise to provide more clarity to the team is acceptance criteria. Acceptance criteria are statements that define what conditions or requirements must be met for a user story or sprint to be accepted by the user or stakeholder. Acceptance criteria help to clarify the scope, functionality, and quality of the user story or sprint, provide a basis for testing and validating the work done, and ensure that it meets the user's needs and expectations. By reviewing and revising acceptance criteria for the user story about an Opportunity email alert, the BA can provide more clarity to the team about what type of testing is needed.
Reference: https://trailhead.salesforce.com/en/content/learn/modules

QUESTION 122
Universal Containers is planning to implement Commerce Cloud to sell more products. The business analyst working on this project has gathered requirements and is translating them into user stories.
What should the user story focus on?

A. Sales margins
B. Customer experience
C. Product functionality

Correct Answer: B
Section:
Explanation:
The user story should focus on customer experience. Customer experience is the perception and feeling that a customer has when interacting with a product or service. Customer experience is a key factor that influences customer satisfaction, loyalty, retention, and advocacy. A user story should focus on customer experience because it helps to define the value or benefit that the customer expects from the product or service, and provides a basis for designing and developing the solution that meets or exceeds the customer's needs and expectations. The other options are either irrelevant or incomplete. Option A does not focus on customer experience, but rather on sales margins, which are an internal metric that may not reflect the customer's perception or feeling. Option C does not focus on customer experience, but rather on product functionality, which is only one aspect of customer experience and may not address the customer's emotional or psychological needs.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories

QUESTION 123
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.

Correct Answer: B
Section:
Explanation:
One benefit of using UPN in this scenario is that a single activity box can answer Who, What, When, Why, and How. UPN is a notation system that helps to create simple and clear process maps using activity boxes and arrows. An activity box represents a step or task in a process, and contains five elements: Who (the role or actor who performs the task), What (the name or description of the task), When (the trigger or condition that initiates the task), Why (the purpose or goal of the task), and How (the method or tool used to perform the task). By using a single activity box to answer Who, What, When, Why, and How, UPN helps to provide a concise and comprehensive view of each step or task in a process, and avoid confusion or ambiguity. The other options are either incorrect or irrelevant. Option A is incorrect because UPN recommends using no more than 10 activity boxes per process map to avoid complexity and clutter. Option C is irrelevant because UPN does not use different shapes to represent key parts of a process, but rather uses different colors to indicate different levels of detail.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/understand-process-mapping

QUESTION 124
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 pair points before writing requirements
Which document should the BA use?

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

Correct Answer: A
Section:
Explanation:
This answer states that using a journey map is what the BA should use to better understand the customers pain points before writing requirements for Cloud Kicks who will launch a new customer experience portal. A journey map is a diagram that shows how a customer interacts with an organization across different touchpoints or channels over time. A journey map can help the BA to better understand the customers pain points by identifying where, when, why, and how the customer experiences frustration, dissatisfaction, or difficulty with the current service or solution. A journey map can also help the BA to empathize with the customer and to design a better customer experience that meets their needs and expectations.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 125
Cloud Kicks leadership wants to use custom code for functionality that can easily be created declaratively in Sates Cloud. The business analyst (BA) has been asked to advise leadership on how these approaches impact their solution options.
What is one of the BA's strongest arguments for using configuration over code?

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

Correct Answer: C
Section:
Explanation:
One of the BA's strongest arguments for using configuration over code is that configuration provides faster speed to market. Speed to market is the time it takes to deliver a product or service from conception to launch. Speed to market is important for gaining competitive advantage, meeting customer demand, and maximizing revenue potential. Configuration provides faster speed to market than code because it allows for creating and modifying functionality in Salesforce without writing code or deploying changes. Configuration can be done by using point-and-click tools such as App Builder, Process Builder, Flow Builder, Lightning Web Components Builder, etc., which are easy to use and require less technical skills than coding. Configuration also reduces the risk of errors or bugs that may occur with code and require more testing or debugging time.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional-requirements/evaluate-s

QUESTION 126

A business analyst (BA) at Universal Containers (UC) has been asked to improve the user experience (UX) of marketing employee who manages webinar dat a. 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

Correct Answer: A
Section:
Explanation:
This answer states that using a collaborative influencing style is what the BA should use when presenting their findings to the CMO and other stakeholders after surveying the marketing group about their pain points and discovering that their concerns differ from the CMO's theory about issues with the UX of Campaigns in Salesforce. A collaborative influencing style is an approach that involves working with others to find a mutually beneficial solution or outcome. A collaborative influencing style can help the BA to present their findings to the CMO and other stakeholders by acknowledging their perspectives, sharing relevant data and insights, and seeking their input and feedback. A collaborative influencing style can also help the BA to build trust and rapport with the CMO and other stakeholders, and to facilitate a constructive dialogue and consensus among them.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 127
Universal Containers has chosen to leverage Experience Cloud to create an engaging site for its customers. The business analyst (6A) leading this project needs to validate that the requirements meet the goal.
What should the BA do to ensure alignment?

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

Correct Answer: B
Section:
Explanation:
This answer states that circulating the requirements to stakeholders, incorporating feedback, and obtaining sign-off is what the BA should do to ensure alignment on goals and strategies across NTO's organization for creating an engaging site for its customers using Experience Cloud. Circulating the requirements to stakeholders means that the BA shares the written statements that describe what the solution must do or have to meet the goals and strategies of NTO's organization with the people who have a significant interest or influence in the project outcome. Incorporating feedback means that the BA revises and updates the requirements based on the comments or suggestions from the stakeholders. Obtaining sign-off means that the BA gets a formal approval or confirmation from the stakeholders that they agree with and accept the requirements.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

QUESTION 128
Cloud Kicks (CK) needs to implement an event management system within Salesforce. After researching potential solutions, a managed package meets the majority of CK s business requirements. However, the CRM director has expressed a desire to heavily customize an open source solution.
Which benefit of using a managed package versus an open source solution should the business analyst share to help the CRM director make a decision?

A. Managed packages are easily customizable to meet CK's exact requirements.
B. Managed packages are updated automatically with each Salesforce Release.
C. Each version of a managed package on the AppExchange undergoes a security review.

Correct Answer: C
Section:
Explanation:
This answer states that each version of a managed package on the AppExchange undergoes a security review as a benefit of using a managed package versus an open source solution for implementing an event management

system within Salesforce for Cloud Kicks. A managed package is a collection of application components that are developed, tested, and distributed by a provider as a single entity on the AppExchange. An open source solution is a software application that is developed, modified, and distributed by anyone who has access to its source code. A security review is a process that evaluates and verifies that an application meets the security standards and best practices of Salesforce. Each version of a managed package on the AppExchange undergoes a security review as a benefit of using a managed package versus an open source solution because it ensures that the application is safe, reliable, and trustworthy for Cloud Kicks.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/appexchange_basics/appexchange_basics_intro

QUESTION 129
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.

Correct Answer: B
Section:
Explanation:
The user story that meets the requirement is ''As a CRM manager, I need to see my team's work queues so I can monitor their open tickets''. A user story is a statement that describes what a user or stakeholder needs or wants from a system or solution in order to achieve a specific goal or outcome. A user story follows the format ''As a [role], I want to [action], so that I can [outcome]''. A user story helps to capture and communicate the business value and benefit of a requirement or feature. The user story that meets the requirement is ''As a CRM manager, I need to see my team's work queues so I can monitor their open tickets'' because it specifies the role (CRM manager), the action (see my team's work queues), and the outcome (monitor their open tickets). The other user stories are either too vague or too specific (A) to meet the requirement.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/requirements-management

QUESTION 130
Universal Containers (UC) stores information about its containers in the standard Salesforce Product object. UC deals with data integrity issues, such as the Container Color field fails to update on all containers when the color is updated on a Container Product Line. The project owner mentioned that a previous consultant recommended that UC move to a more normalized data model to represent its containers.
What should the business analyst review to learn more about the previous consultant's recommendation?

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

Correct Answer: A
Section:
Explanation:
The reference that the business analyst should consult to learn more about the previous consultant's recommendation is an Entity Relationship Diagram (ERD). An ERD is a diagram that shows the logical structure and relationships of data entities in a database or system. An ERD helps to model and document how data entities are organized, connected, and interact with each other. An ERD also helps to normalize data entities by reducing redundancy and inconsistency in data storage and retrieval. The previous consultant recommended that Universal Containers move to a more normalized data model to represent its containers, which means that they wanted to avoid storing duplicate or unnecessary data in multiple tables or fields. The business analyst should consult an ERD to learn more about how the previous consultant proposed to design and implement a more normalized data model for Universal Containers.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

QUESTION 131
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.

Correct Answer: C
Section:
Explanation:
This answer states that telling the truth in difficult situations is what the BA should do to quickly become a trusted advisor to an experienced cross-functional team that has successfully delivered high-quality Salesforce solutions to global stakeholders for Cloud Kicks. Telling the truth in difficult situations means that the BA communicates honestly and transparently with the team members, even when it involves admitting mistakes, delivering bad news, or expressing disagreement. Telling the truth in difficult situations can help the BA to quickly become a trusted advisor to an experienced cross-functional team because it demonstrates integrity, accountability, and respect for the team members, and it fosters an open and collaborative culture within the team.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 132
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 other's 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

Correct Answer: B
Section:
Explanation:
The tool that Universal Containers should use to prevent teams from overwriting each other's changes in the future is a version control system. A version control system is a tool that tracks and manages changes to code or configuration in a software project or enhancement. A version control system helps to prevent teams from overwriting each other's changes by allowing them to create and work on separate branches or copies of the code or configuration, merge their changes with the main branch or copy when they are ready, and resolve any conflicts or errors that may occur during the merge. A version control system also helps to maintain a history of changes, backup and restore previous versions, and collaborate and communicate with other team members.
Reference: https://trailhead.salesforce.com/content/learn/modules/git-and-git-hub-basics/work-with-the-git-hub-workflow

QUESTION 133
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 (Vision. Values, Methods, Obstacles, Measures)
B. RACI (Responsible, Accountable, Consulted, Informed)
C. SMART (Specific, Measurable, Achievable, Relevant, Time-bound)

Correct Answer: A
Section:
Explanation:
This answer states that using V2MOM (Vision, Values, Methods, Obstacles, Measures) is the methodology that should help the BA obtain the required information for understanding NTO's strategies after reviewing NTO's documentation for obtaining alignment on goals and strategies across NTO's organization using NTO's documentation. V2MOM is a framework that helps an organization or a team to define and align their goals and strategies in a clear and concise way. V2MOM stands for Vision, Values, Methods, Obstacles, and Measures. Vision is a statement that describes what the organization or the team wants to achieve. Values are the principles or beliefs that guide the actions and decisions of the organization or the team. Methods are the actions or steps that the organization or the team will take to accomplish the vision. Obstacles are the challenges or issues that the organization or the team will face or anticipate along the way. Measures are the metrics or indicators that the organization or the team will use to track their progress and success. Using V2MOM can help the BA obtain the required information for understanding NTO's strategies by asking questions or seeking clarification on each of these elements from NTO's documentation or stakeholders.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/align-your-team-with-v2mom

QUESTION 134

Northern Trail Outfitters (NTO) wants to discuss an enhancement to Campaigns with the engineering, marketing, and sales teams. The changes involve detailed integration between systems that will be used by WTO's customers. The business analyst (BA) needs to complete the org impact analysis.
Which reference should the BA consult to understand the integration pattern?

A. Salesforce Solution Kits
B. Solution Architecture Diagram
C. Business Requirements Document

Correct Answer: B
Section:
Explanation:
The reference that the business analyst should consult to understand the integration pattern is a Solution Architecture Diagram. A Solution Architecture Diagram is a diagram that shows the high-level design and components of a system or solution. A Solution Architecture Diagram helps to understand the integration pattern by showing how different systems or applications are connected and interact with each other, as well as what data or information is exchanged between them. A Solution Architecture Diagram also helps to identify the scope, requirements, dependencies, and risks of an integration project or enhancement.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/solution-design

QUESTION 135
The business analyst (BA) needs to identify collaborators for the current Salesforce CPQ project. The documentation has already been analyzed.
What is another important step the BA should take to identify the correct decision makers?

A. Survey the business units.
B. Create a stakeholder wheel.
C. Prepare a RACI matrix.

Correct Answer: C
Section:
Explanation:
The important step that the business analyst should take to identify the correct decision makers is to prepare a RACI matrix. A RACI matrix is a tool that defines and assigns the roles and responsibilities of stakeholders or team members for each task or activity in a project or enhancement. RACI stands for Responsible, Accountable, Consulted, and Informed. A RACI matrix helps to identify the correct decision makers by showing who has the authority or accountability for making decisions on each task or activity, as well as who needs to be consulted or informed about those decisions. A RACI matrix also helps to avoid confusion, duplication, or conflict among stakeholders or team members.
Reference: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/stakeholder-management

QUESTION 136
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.

Correct Answer: B
Section:
Explanation:
This answer states that defining the acceptance criteria is what the BA should do next after conducting discovery sessions for implementing Experience Cloud at UC and writing user stories. Acceptance criteria are a set of conditions or tests that a user story must meet or pass in order to be considered done and ready for deployment or delivery. Defining the acceptance criteria means that the BA specifies what the solution must do or have to satisfy the user story, and how to verify or measure its success. Defining the acceptance criteria is what the BA should do next after writing user stories because it helps the BA to clarify and communicate the requirements and expectations of the user story, and to ensure that the solution meets them.

Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

QUESTION 137
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

Correct Answer: A
Section:
Explanation:
This answer states that organization edition and license type are the information that the BA needs to determine the features and functionality that UC can implement without additional costs for purchasing additional Salesforce licenses. Organization edition is a version of Salesforce that provides a set of features and functionality based on the needs and size of an organization, such as Essentials, Professional, Enterprise, Unlimited, etc. License type is a category of user access that determines what features and functionality a user can access within an organization, such as Salesforce Platform, Salesforce, Customer Community Plus, etc. Organization edition and license type are the information that the BA needs to determine the features and functionality that UC can implement without additional costs because they define the limits and capabilities of UC's Salesforce environment, and they affect the pricing and availability of additional licenses.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 138
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

Correct Answer: B
Section:
Explanation:
This answer states that the acceptance criteria of the user story is what the BA should review and revise to provide more clarity to the QA team who is having difficulty with a specific story where a modification to an existing flow is needed for a custom object at Cloud Kicks. Acceptance criteria are a set of conditions or tests that a user story must meet or pass in order to be considered done and ready for deployment or delivery. Reviewing and revising the acceptance criteria of the user story means that the BA checks and updates the acceptance criteria to make sure that they are clear, concise, consistent, and complete. Reviewing and revising the acceptance criteria of the user story is what the BA should do to provide more clarity to the QA team because it helps the QA team to understand what needs to be tested as a result of the updated flow, and how to verify or measure its success.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

QUESTION 139
Northern Trail Outfitters is undergoing a Service Cloud implementation and has decided to use the Scrum methodology for the implementation. A business analyst (BA) received an urgent, high-priority change request m the middle of a sprint.
Which step should the BA take next?

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

Correct Answer: C
Section:
Explanation:
The step that business analyst should take next after receiving urgent high-priority change request middle sprint add change request backlog prioritized next sprint backlog list user stories features enhancements bugs fixes need done project backlog prioritized based importance urgency value risk etc adding change request backlog prioritized next sprint helps maintain scope integrity current sprint avoid disrupting ongoing work respect sprint goal commitment.
De-prioritizing some user stories and adding change request current sprint not step that business analyst should take next after receiving urgent high-priority change request middle sprint de-prioritizing some user stories adding change request current sprint helps accommodate new requirement but compromises existing work disrupts sprint goal commitment de-prioritizing some user stories adding change request current sprint should only done exceptional cases after consulting whole team stakeholders sponsors.
Beginning working change request soon team has capacity not step that business analyst should take next after receiving urgent high-priority change request middle sprint beginning working change request soon team has capacity helps address new requirement but compromises existing work disrupts sprint goal commitment beginning working change request soon team has capacity should only done exceptional cases after consulting whole team stakeholders sponsors.

QUESTION 140
The business analyst (BA) at Cloud Kicks is managing a project to build a recruiting app for the management and human resources (HR) teams. The HR director wants the app to help the team navigate the hiring process more efficiently. The BA designs a Stakeholder Wheel to better understand all of the people with an interest m the project.
Which level of influence should the BA place the MR Director on the stakeholder wheel?

A. The Sponsor
B. The Enterprise
C. The project

Correct Answer: C
Section:
Explanation:
The level influence that business analyst should place HR Director stakeholder wheel project stakeholder wheel tool identifies understands needs expectations interests influence power stakeholders involved project stakeholder wheel has four levels influence sponsor project enterprise environment sponsor highest level influence project second highest level influence enterprise third highest level influence environment lowest level influence HR Director should placed project level influence stakeholder wheel HR Director makes decisions determines priorities requirements project HR Director also directly affected outcome project.
The sponsor is not level influence that business analyst should place HR Director stakeholder wheel sponsor highest level influence stakeholder wheel sponsor provides funding resources support project sponsor also defines vision objectives success criteria project HR Director not sponsor project unless also provides funding resources support project.
The enterprise is not level influence that business analyst should place HR Director stakeholder wheel enterprise third highest level influence stakeholder wheel enterprise includes internal individuals teams groups affected outcome project but not actively contribute project enterprise also includes policies procedures standards guidelines govern project HR Director not enterprise unless also affected outcome project but not actively contribute project.

QUESTION 141
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.

Correct Answer: A
Section:
Explanation:
One of the benefits of ALM that the BA should share with the stakeholder is that ALM provides processes and policies which help build apps more efficiently. ALM is a framework that defines and manages the stages and activities involved in developing, testing, deploying, and maintaining software applications. ALM helps to:
Build apps more efficiently: ALM helps to streamline and standardize the development process, reduce errors and rework, improve collaboration and communication among team members and stakeholders, and ensure

quality and consistency of the applications.
Align with business goals and needs: ALM helps to ensure that the applications meet the requirements and expectations of the users and stakeholders, deliver value and benefits to the business, and support the business strategy and objectives.
Adapt to changes and challenges: ALM helps to enable continuous feedback and improvement, incorporate new features and functionalities, address issues and risks, and leverage new technologies and innovations. The other options are either incorrect or irrelevant. Option B is incorrect because ALM does not offer preview access to the three Salesforce releases per year, but rather requires maintenance exams or modules to keep up with the releases. Option C is incorrect because ALM does not allow features to remain static and reduce incremental changes, but rather encourages iterative and agile development that embraces changes and enhancements.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models/understand-the-application-lifecycle

QUESTION 142
A lead business analyst (BA) for a Service Cloud implementation at Universal Containers has a strict deadline. Both the client's execute team and the project manager are eager to complete the discovery phase of the project and begin developer.
What are the key activities that the BA must complete prior to beginning development?

A. Eliciting requirements, analyzing requirements, facilitating solutions, implementing solutions
B. Eliciting requirements, writing user stories, implementing solutions, Testing solutions
C. Eliciting requirements, documenting requirements, analyzing information, facilitating solutions

Correct Answer: C
Section:
Explanation:
This answer states that eliciting requirements, documenting requirements, analyzing information, and facilitating solutions are the key activities that the BA must complete prior to beginning development for a Service Cloud implementation at UC. Eliciting requirements means that the BA gathers and clarifies the needs, expectations, and objectives of the stakeholders for the Service Cloud implementation. Documenting requirements means that the BA records and organizes the information obtained from eliciting requirements in a clear and concise way. Analyzing information means that the BA reviews and evaluates the information obtained from documenting requirements to identify gaps, issues, or opportunities for improvement. Facilitating solutions means that the BA proposes and validates possible solutions or alternatives for addressing the gaps, issues, or opportunities for improvement identified from analyzing information. Eliciting requirements, documenting requirements, analyzing information, and facilitating solutions are the key activities that the BA must complete prior to beginning development for a Service Cloud implementation because they help the BA to define and communicate the scope and specifications of the Service Cloud implementation, and to ensure that they meet the stakeholder's needs, expectations, and objectives.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 143
Universal Containers is working with a business analyst (BA) to develop a solution to help the marketing department manage lead in Sales Cloud. The current solution meets the requirements, but the marketing team tells the BA they feel it is incomplete.
What is important for the BA to consider when responding to the team's feedback?

A. Acceptance criteria
B. Product limitation
C. Intent of both parties

Correct Answer: C
Section:
Explanation:
This answer states that intent of both parties is what is important for the BA to consider when responding to feedback from UC's marketing team who feels that their current solution for managing leads in Sales Cloud is incomplete. Intent of both parties means that what both UC's marketing team and UC's Salesforce team want to achieve or accomplish by implementing a solution for managing leads in Sales Cloud, such as increasing lead conversion rate, improving lead quality, enhancing lead tracking, etc. Intent of both parties is what is important for the BA to consider when responding to feedback from UC's marketing team because it helps the BA to align and communicate their goals and expectations, and to identify and resolve any gaps or issues between them.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 144
The project manager for Universal Container tells the business analyst (BA) that the developers on the team are having trouble understanding what to build because the acceptance criteria for the Sales Cloud user stories are

confusing.
How should the BA respond to the feedback effectively?

A. Recommend additional training resources.
B. Ask for specific examples to review.
C. Confirm that best practices are being followed.

Correct Answer: B
Section:
Explanation:
This answer states that asking for specific examples to review is how the BA should respond to feedback from UC's project manager who tells the BA that the developers on the team are having trouble understanding what to build because the acceptance criteria for the Sales Cloud user stories are confusing. Asking for specific examples to review means that the BA requests the project manager or the developers to provide concrete instances or scenarios of where and how the acceptance criteria for the Sales Cloud user stories are confusing, such as ambiguous, inconsistent, or incomplete acceptance criteria. Asking for specific examples to review is how the BA should respond to feedback from UC's project manager because it helps the BA to clarify and verify the feedback, and to revise and update the acceptance criteria accordingly.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 145
The delivery team at Cloud Kicks is getting ready to demonstrate some new Sales Cloud functionality for a project's stakeholders. The business analyst has prepared a demo script, created test data in the sandbox, and tested the new functionality.
Which additional activity is most likely to result in a successful sprint demo?

A. Conducting multiple dry runs
B. Exporting a backup copy of the demo data
C. Performing a code review

Correct Answer: A
Section:
Explanation:
This answer states that conducting multiple dry runs is the additional activity that is most likely to result in a successful sprint demo for demonstrating some new Sales Cloud functionality for a project's stakeholders at Cloud Kicks. A dry run is a practice or a rehearsal of a presentation or a demonstration before the actual event. Conducting multiple dry runs means that the BA performs and repeats the presentation or the demonstration of the new Sales Cloud functionality several times before showing it to the project's stakeholders. Conducting multiple dry runs is the additional activity that is most likely to result in a successful sprint demo because it helps the BA to prepare and polish their presentation or demonstration skills, to identify and fix any errors or issues in the new Sales Cloud functionality, and to anticipate and address any questions or feedback from the project's stakeholders.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 146
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 large promotion so I have a frictionless shopping experience.
B. As a site administrator of the CK website, I want to make sure that the web server can process requests at 150% of the average traffic rate during the latest promotion.
C. As a user, I want to make sure that shoppers on the CK website can complete their purchases without disruption during the newest promotion.

Correct Answer: B
Section:
Explanation:
The user story that most accurately represents the goal is 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. This user story clearly defines who (site administrator), what (make sure that the web server can process requests), why (during the latest promotion), and how (at 150% of the average traffic rate). This user story also aligns with the goal of performing stress testing for an upcoming promotion, which is a type of testing that evaluates how a system performs under extreme load or demand. The other options are either inaccurate or incomplete. Option A is inaccurate because it does not represent the goal of stress testing, but rather the goal of usability testing, which is a type of testing that evaluates how easy and intuitive a system is to use. Option C is incomplete because it does not specify how (at what rate or level) to make sure that shoppers can complete their purchases without disruption.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories

QUESTION 147
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.

Correct Answer: B
Section:
Explanation:
This answer states that migrating from case assignment rules to Omni-Channel is what the BA should recommend to help UC resolve a common obstacle for addressing a recent group of complaints from UC's service team about automated case assignments in Service Cloud. Case assignment rules are a feature that allows an organization to automatically assign cases to predefined queues or users based on certain criteria, such as case origin, case type, case priority, etc. Omni-Channel is a feature that allows an organization to automatically route work items (such as cases, leads, chats, etc.) to available agents based on their capacity, skills, availability, etc.
Migrating from case assignment rules to Omni-Channel is what the BA should recommend to help UC resolve a common obstacle for addressing complaints about automated case assignments in Service Cloud because it helps UC to improve how cases are routed by matching them with the most qualified and available agents, rather than relying on manual intervention or predefined rules.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/service-cloud-agent-productivity/service-cloud-agent-productivity-omni-channel

QUESTION 148
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

Correct Answer: A
Section:
Explanation:
The recommendation that the BA should make to meet the requirements is to use a standard object for activity capture, screen Flow user interface. This recommendation helps to:
Minimize technical debt: Technical debt is the cost or consequence of choosing a quick or easy solution over a better or more sustainable one. Using a standard object for activity capture helps to minimize technical debt because it leverages the existing functionality and features of Salesforce, reduces the need for custom development or maintenance, and inherits new updates and enhancements from Salesforce releases. Using a screen Flow user interface also helps to minimize technical debt because it allows for creating and modifying screens and logic without writing code, using point-and-click tools such as Flow Builder.
Inherit new features of the Salesforce Platform in future releases: Using a standard object for activity capture helps to inherit new features of the Salesforce Platform in future releases because it enables the use of native Salesforce components and integrations, such as Lightning Experience, Einstein Activity Capture, Lightning Dialer, etc., that can enhance the activity capture process and user experience. Using a screen Flow user interface also helps to inherit new features of the Salesforce Platform in future releases because it supports the use of Lightning Web Components and other UI elements that can improve the look and feel of the screens and provide more functionality and customization options. The other options are either incorrect or irrelevant. Option B is incorrect because using a custom Lightning Web Component user interface does not minimize technical debt or inherit new features of the Salesforce Platform in future releases, but rather increases technical debt and maintenance costs, and requires custom development and testing to keep up with Salesforce updates and changes. Option C is incorrect because using a custom object for activity capture does not minimize technical debt or inherit new features of the Salesforce Platform in future releases, but rather increases technical debt and maintenance costs, and limits the use of native Salesforce components and integrations for activity capture.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional-requirements/evaluate-solution-options

QUESTION 149
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

Correct Answer: B
Section:
Explanation:
The lead BA should tell the junior BAs to include who, what, and why in a user story. Who, what, and why are the essential elements of a user story that define who is requesting a feature or functionality (the user or persona), what they want to achieve or accomplish (the goal or value), and why they want it (the reason or benefit). A user story should include who, what, and why because it helps to:
Clarify the scope, functionality, and quality of the user story
Provide a basis for testing and validating the work done
Ensure that it meets the user's needs and expectations The other options are either incorrect or irrelevant. Option A is incorrect because V2MOM is a structure that defines an organization's vision, values, methods, obstacles, and measures, not a user story. Option C is incorrect because technical details are not part of a user story, but rather part of acceptance criteria or design specifications.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories

QUESTION 150
A business analyst (BA) at Northern Trail Outfitters is assigned to a project to help revamp the case management process. The BA has gathered requirements and finished the first draft of user stories.
What should the BA use to assess the quality of a user story?

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

Correct Answer: A
Section:
Explanation:
This answer states that using the INVEST checklist is what the BA should use to assess the quality of a user story for developing a solution to help the marketing department manage leads in Sales Cloud at UC. The INVEST checklist is a set of criteria that helps to evaluate if a user story is well-written and well-defined. The INVEST checklist stands for Independent, Negotiable, Valuable, Estimable, Small, and Testable. Independent means that the user story can be developed and delivered without depending on or affecting other user stories. Negotiable means that the user story can be modified or refined based on feedback or changes in requirements. Valuable means that the user story provides a clear benefit or outcome to the user or the stakeholder. Estimable means that the user story can be estimated in terms of time, effort, or resources needed to complete it. Small means that the user story can be delivered within a short time frame or iteration. Testable means that the user story can be verified or measured against acceptance criteria or tests. Using the INVEST checklist is what the BA should use to assess the quality of a user story because it helps the BA to ensure that the user story is clear, concise, consistent, and complete.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

QUESTION 151
Sales managers at Northern Trail Outfitters (NTO) have received feedback from sales reps that record pages are slow and often take longer to load when using the app on the phone. The business analyst (BA) has been asked to evaluate NTO's org to find out which pages are the slowest to load when using the app on the phone.
What is the first step the BA should take to help resolve the issue?

A. Create a new page layout for the phone.
B. Use performance analyzer to view the assessment.
C. Confirm steps to reproduce the issue.

Correct Answer: B
Section:
Explanation:
The performance analyzer is a tool that helps business analysts and admins identify and troubleshoot performance issues on record pages. It shows the load time of each component on a record page and provides recommendations to improve performance. The first step to resolve the issue is to use the performance analyzer to view the assessment and identify the slowest components.
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/optimize-performance
https://help.salesforce.com/s/articleView?id=sf.performance_analyzer.htm&type=5

QUESTION 152
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

Correct Answer: B
Section:
Explanation:
Strategy analysis is the process of identifying and evaluating the risks and benefits of a proposed solution, as well as its alignment with the business goals and objectives. A business analyst performs strategy analysis to understand the impact of a solution on the project timeline, budget, scope, quality, and stakeholders.
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/perform-strategy-analysis
https://www.iiba.org/standards-and-resources/babok/strategy-analysis/

QUESTION 153
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

Correct Answer: B
Section:
Explanation:
DevOps is a set of practices that combines software development and IT operations to deliver software faster and more reliably. DevOps helps business analysts and system admins track the changes they are committing to Salesforce by using tools such as version control, continuous integration, continuous delivery, and testing automation.
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/implement-devops
https://www.salesforce.com/products/platform/best-practices/devops/

QUESTION 154
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.

Correct Answer: B
Section:
Explanation:
A business analyst is responsible for creating user training materials that explain how to use the new case management solution. The training materials should include screenshots, videos, diagrams, and step-by-step instructions that cover the key features and functionalities of the solution. The business analyst should also ensure that the training materials are aligned with the user stories and requirements.
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/create-user-training-materials
https://trailhead.salesforce.com/en/content/learn/modules/trailhead_basics/trailhead-basics-trails

QUESTION 155
The business analyst (BA) At universal Containers is writing user stories for its Salesforce Field Service implementation.
What should the BA evaluate to understand the understand the risk level of the user stories?

A. Scope, resource, and documentation impact
B. Team, budget, and timeline impact
C. Technical, operational, and regulatory impact

Correct Answer: A
Section:

QUESTION 156
Cloud Kicks is preparing for User Acceptance testing (UAT) related to an upcoming major release.
To which environment should a business analyst recommend that users log in to complete their assigned testing?

A. Full Sandbox
B. Production
C. Developer

Correct Answer: A
Section:
Explanation:
This answer states that a full sandbox is what users should log in to complete their assigned testing for preparing for UAT related to an upcoming major release at Cloud Kicks. A full sandbox is a type of sandbox that copies all data and metadata from an organization's production environment into an isolated environment for development, testing, or training purposes. A full sandbox is what users should log in to complete their assigned testing because it provides a realistic and accurate representation of how the new functionality would work in production, and it allows users to test without affecting live data or operations.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models/application-lifecycle-and-development-models-sandboxes

QUESTION 157
Cloud Kicks leadership wants to improve the new customer onboarding experience. There are a number of complex handoffs between teams. Service managers have been tasked with working with the operating team to improve the handoff between salesforce and internal systems. The business (BA) wants to break down the onboarding processing and sub-processes into simpler steps.
What should the BA create to engage stakeholders?

A. Value Stream Map
B. Universal Process Notation
C. Capability Model

Correct Answer: A
Section:
Explanation:
This answer states that creating a value stream map is what the BA should do to engage stakeholders for improving the new customer onboarding experience at Cloud Kicks which involves complex handoffs between teams. A value stream map is a type of process map that shows how value flows from a customer request to a product or service delivery across different teams or departments. Creating a value stream map means that the BA works

with stakeholders from different teams or departments to identify and visualize their inputs, outputs, activities, roles, etc. related to customer onboarding. Creating a value stream map is what the BA should do to engage stakeholders for improving customer onboarding because it helps them to collaborate and communicate their perspectives and expectations, and to discover and eliminate waste or inefficiencies in customer onboarding.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business

QUESTION 158
After completing requirements gathering session for a Sales Cloud implementation, the business analyst (BA) has started to write user stories. During an internal user story grooming session, the project manager decided that each user story must:
* Be assigned a level of effort
* Be demonstrated to the stakeholder
* Have documented deployment steps
Where should the DA capture these requirements?

A. Definition of done
B. Assumptions
C. Acceptance criteria

Correct Answer: A
Section:
Explanation:
This answer states that definition of done is where the BA should capture these requirements after writing user stories for developing a solution for managing leads in Sales Cloud at UC: be assigned a level of effort, be demonstrated to the stakeholder, and have documented deployment steps. Definition of done is a set of criteria that defines when a user story or a task is completed and ready for deployment or delivery. Capturing these requirements in the definition of done means that the BA specifies that a user story or a task must meet or pass these criteria in order to be considered done. Capturing these requirements in the definition of done is where the BA should do it after writing user stories because it helps the BA to clarify and communicate the expectations and standards of the user stories or tasks, and to ensure that they are met or passed.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

QUESTION 159
The Business analyst (BA) at Universal Container wants to improve the case process in Salesforce after feedback customer abut resolution time.
The BA tacks the user story, request details, and configuration changes in a repository.
What is a benefit of tracking user stories in this way?

A. Multiple project team members can make and view revisions.
B. It links all changes to Salesforce metadata.
C. The development team can work parallel on the same requirement.

Correct Answer: A
Section:
Explanation:
This answer states that multiple project team members can make and view revisions is a benefit of tracking user stories in a repository for improving the case process in Salesforce at UC. A repository is a common or central location where documents or files can be stored, accessed, and updated by multiple users or teams. Tracking user stories in a repository means that the BA stores user stories in a repository, such as Jira, Trello, Asana, etc. Multiple project team members can make and view revisions is a benefit of tracking user stories in a repository because it enables collaboration and communication among project team members, and it ensures consistency and accuracy of user stories.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 160
A cloud Kicks business analyst (BA) is conducting user interviews with the support team as part of a migration to Salesforce. Serval users indicate they use multi-factor authentication (MFA) on their phones to log in to existing systems. Other users have located they access existing systems with only username and password.

A. Select the requirement used by the majority of the support team.
B. verify the requirement with the security team.

C. Bring the requirement to the product owner's attention.

Correct Answer: C
Section:
Explanation:
This answer states that bringing the requirement to the product owner's attention is what the BA should do after discovering that several users indicate they use multi-factor authentication (MFA) on their phones to log in to existing systems while other users indicate they access existing systems with only username and password for conducting user interviews with the support team as part of a migration to Salesforce at Cloud Kicks. A product owner is a person who represents the voice of the customer or the stakeholder, and who is responsible for defining and prioritizing the requirements for a product or a project. Bringing the requirement to the product owner's attention means that the BA informs and discusses with the product owner about the different preferences or expectations of users regarding MFA for logging in to Salesforce. Bringing the requirement to the product owner's attention is what the BA should do after discovering this difference among users because it helps the BA to align and validate the requirement with the product owner, and to determine and propose a solution or an alternative for MFA for logging in to Salesforce.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 161
Cloud Kicks (CK) is expanding and has many different departments in manufacturing and delivery. CK needs to prepare for a new Sales Cloud implementation for it, 6,000 users. To increase adoption, the business analyst (BA) wants to break down existing sides between the manufacturing and delivery departments.
Which planning approach should the ISA take to get buy-in from users?

A. Recombined clear owners up for the platform and identity executive sponsors.
B. Assign a team to start building a prototype of product functionality.
C. Document user requirement from each department during discovery sessions.

Correct Answer: C
Section:
Explanation:
This answer states that documenting user requirements from each department during discovery sessions is what the BA should do to get buy-in from users for preparing for a new Sales Cloud implementation for 6,000 users at CK. User requirements are the needs, expectations, and objectives of the users for the Sales Cloud implementation. Discovery sessions are meetings or workshops where the BA gathers and clarifies user requirements from different stakeholders. Documenting user requirements from each department during discovery sessions means that the BA records and organizes the information obtained from different stakeholders from different departments, such as manufacturing and delivery, in a clear and concise way. Documenting user requirements from each department during discovery sessions is what the BA should do to get buy-in from users for preparing for a new Sales Cloud implementation because it helps the BA to understand and validate the user requirements, and to communicate and align them with the project scope and goals.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 162
Northern Tail Outfitters has fixed a business analyst (BA to help revamp the order management process. During the backlog regiment session, the BA discovers the few user satires are no longer needed.
What should the BA do next?

A. Cancel these user stones and remove them from the backlog.
B. Move these user stones to the button of the backlog.
C. Review these user stones in the backlog at the next sprint retrospective.

Correct Answer: C
Section:
Explanation:
This answer states that reviewing these user stories in the backlog at the next sprint retrospective is what the BA should do next after discovering that a few user stories are no longer needed for revamping the order management process at NTO. User stories are short descriptions of a feature or a functionality from a user's perspective. Backlog is a list of user stories that need to be prioritized and completed for a project or a product. Sprint retrospective is a meeting or a workshop where the project team reviews and reflects on their performance and progress in the previous sprint. Reviewing these user stories in the backlog at the next sprint retrospective means that the BA discusses and evaluates these user stories with the project team to determine if they are still relevant, valuable, or feasible for revamping the order management process. Reviewing these user stories in the backlog at the next sprint retrospective is what the BA should do next after discovering that a few user stories are no longer needed because it helps the BA to update and maintain the backlog, and to ensure that the user stories align with the project scope and goals.

Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

QUESTION 163
The operations team at Universal Containers is developing a new inventory forecasting application available on its Experience Cloud see. Management wants key external stakeholders to assist with determining project priorities.
Which external stakeholders to assist with determining project recommend?

A. Governing bodies
B. Third-party vendors
C. Partners and customers

Correct Answer: C
Section:
Explanation:
This answer states that partners and customers are external stakeholders that should assist with determining project priorities for developing a new inventory forecasting application available on its Experience Cloud site at UC. Partners are external entities or organizations that have a business relationship or an agreement with UC, such as suppliers, distributors, resellers, etc. Customers are external entities or organizations that purchase or use UC's products or services. Partners and customers are external stakeholders that should assist with determining project priorities for developing a new inventory forecasting application because they have an interest or an influence on UC's business performance and outcomes, and they can provide valuable feedback or insights on UC's inventory forecasting needs and expectations.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 164
Business users at cloud kicks have just completed user acceptance testing for a Commence cloud implementation. The senior executives want to understand has successful testing was and have asked the business analyst to calculate the success rate.
How is the success rate calculated?

A. Number of failed test cases divided by total number of test cases
B. Total number of test cases divided by number of passed test cases
C. number of passed test cases divided by total number of test cases

Correct Answer: C
Section:
Explanation:
This answer states that number of passed test cases divided by total number of test cases is how the success rate is calculated after completing user acceptance testing (UAT) for a Commerce Cloud implementation at CK. Test cases are scenarios or steps that verify or validate if a feature or a functionality meets the acceptance criteria or requirements. Passed test cases are test cases that meet or pass the acceptance criteria or requirements. Total number of test cases are all test cases that are executed or performed for UAT. Number of passed test cases divided by total number of test cases is how the success rate is calculated because it measures how many test cases meet or pass the acceptance criteria or requirements out of all test cases executed or performed for UAT.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

QUESTION 165
After stakeholders formally signed off on requirements, the business analyst (BA) received numerous emails requesting changes to Salesforce during uses acceptance testing (UAT). The BA quickly became overwhelmed by the requests and needs a way to organize and peritonitis them.
What should the BA use to help them organize these requests?

A. Change request log
B. Scope statement specification
C. Gap analysis document

Correct Answer: A

Section:
Explanation:
This answer states that change request log is what the BA should use to help them organize and prioritize requests for changes to Salesforce during UAT after receiving numerous emails from stakeholders who formally signed off on requirements. Change request log is a document or a file that records and tracks requests for changes to a project or a product, such as adding, modifying, or removing a feature or a functionality. Change request log is what the BA should use to help them organize and prioritize requests for changes to Salesforce during UAT because it helps the BA to manage and monitor the requests for changes, and to evaluate and approve or reject them based on their impact, urgency, or feasibility.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 166
The business analyst (BA) is preparing for the initial requirements gathering workshops with Cloud Kicks on a new Sales Cloud project. The BA has identified the stakeholders, reviewed the project scope, and scheduled each workshop.
Which key steps should the BA take next?

A. Identify persona, document the current state, and purpose the future state.
B. Document the current state, offer a survey to stakeholder, and propose the future state.
C. Document the current state, email it to attendees with an agenda, and propose the future state.

Correct Answer: A
Section:
Explanation:
This answer states that identifying personas, documenting the current state, and proposing the future state are the key steps that the BA should take next after identifying the stakeholders, reviewing the project scope, and scheduling each workshop for preparing for the initial requirements gathering workshops with CK on a new Sales Cloud project. Personas are fictional characters that represent the typical users or customers of a product or a service. Current state is how a business process or a system works or operates at present. Future state is how a business process or a system should work or operate in the future. Identifying personas, documenting the current state, and proposing the future state are the key steps that the BA should take next after identifying the stakeholders, reviewing the project scope, and scheduling each workshop because they help the BA to understand and empathize with the users or customers of Sales Cloud, to analyze and document the existing problems or issues with Sales Cloud, and to suggest and validate possible solutions or improvements for Sales Cloud.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business

QUESTION 167
The product owner at Cloud Kicks wants to know which user stories fail user acceptance testing (UAT) and the potential impact on other successful use stories. Currently, user stories are stored in a shared spreadsheet.
What should a business analyst recommend to ensure UAT result are document security?

A. Give all stakeholder the ability to edit the shared spreadsheet.
B. Ask each tester to admit share spreadsheet.
C. Enable history in the shared spreadsheet.

Correct Answer: C
Section:
Explanation:
This answer states that enabling history in the shared spreadsheet is what the BA should recommend to ensure UAT results are documented securely after receiving verbal acceptance of all user stories by the product owner for developing a new Commerce Cloud implementation at CK. History is a feature that allows users to view, restore, or compare previous versions of a document or a file. Enabling history in the shared spreadsheet means that the BA turns on this feature in the spreadsheet where user stories are stored, such as Google Sheets, Microsoft Excel, etc. Enabling history in the shared spreadsheet is what the BA should recommend to ensure UAT results are documented securely because it helps the BA to track and record who made what changes to user stories and when, and to prevent or recover any accidental or unauthorized changes to user stories.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 168
The business analyst at Cloud Kicks received verbal acceptance of all user stories by the product owner and set the status of the user stories to ''Ready for Development'' on a spreadsheet. The development team later reports are unable to confirm which user stories are ready to be built.

A. The user stories were save outside of a shared repository
B. The definition of done of the user stories was unclear.
C. The user stories were linked to the incorrect business process map.

Correct Answer: A
Section:
Explanation:
This answer states that saving user stories outside of a shared repository is why UC's development team reports they are unable to confirm which user stories are ready to be built after receiving verbal acceptance of all user stories by the product owner and setting their status to 'Ready for Development' on a spreadsheet by UC's BA. A shared repository is a common or central location where documents or files can be stored, accessed, and updated by multiple users or teams. Saving user stories outside of a shared repository means that the BA stores user stories in a place where they are not visible or available to other users or teams, such as their personal computer, email, etc. Saving user stories outside of a shared repository is why UC's development team reports they are unable to confirm which user stories are ready to be built because it prevents them from seeing or accessing the latest version or status of user stories, and it creates confusion or inconsistency among them.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 169
Universal Containers is in the discovery phase of a new Service Cloud project. The lead business analyst (BA) review user stories written by junior Bas. The lead BA discovers these user stories are missing details, as how case routing should work. The lead BA asks the junior Bas to make revisions based on the intended audience for the user stories.

A. End user and development team
B. Development and QA teams
C. Business user and QA team

Correct Answer: B
Section:
Explanation:
This answer states that development and QA teams are the intended audience for the user stories written by junior BAs for developing a solution to help UC track and analyze its carbon emission in an effort to meet its new initiatives. Development team is a group of people who are responsible for building, testing, and deploying the solution based on the user stories. QA team is a group of people who are responsible for verifying, validating, and ensuring the quality of the solution based on the user stories. Development and QA teams are the intended audience for the user stories because they need to understand what to build and how to test the solution, and they need to provide feedback or clarification on the user stories.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements