

Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)

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NEW QUESTION 1

Universal Containers has just been notified by authorities that govern the shipping industry of new regulatory requirements. To comply, they are several existing processes built on Salesforce that will need to change. A business analyst (BA) will help describe the additional business needs imports by the new regulations. Which type of document should the BA prepare?

- A. Audit log
- B. Current state analysis
- C. Gap analysis

Answer: C

NEW QUESTION 2

The business analyst (BA) at Universal Containers has met with stakeholders and is using the waterfall methodology to capture requirements for Sales Cloud enhancements for a future product release.

What is the next step for the BA to take before build can begin?

- A. Define the minimal viable product.
- B. Get approval and signoff on the requirements.
- C. Schedule sprint planning meetings.

Answer: B

NEW QUESTION 3

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

Answer: B

NEW QUESTION 4

The business analyst at Cloud Kicks is using a checklist to assess the quality of user stories for an upcoming Experience Cloud implementation.

Which characteristics make a user story successful?

- A. Clean Direct, Concise, Cross Functional, Configurable
- B. Actionable., Concise, Testable, Solution-oriented, Defined
- C. Independent, Negotiable, Valuable, Estimabl
- D. Small, Testable

Answer: C

NEW QUESTION 5

Cloud Kicks (CK) plans to establish a Center of Excellence (CoE).

How will CK benefit from using a CoE to define the long-term vision for its Salesforce org?

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

Answer: A

NEW QUESTION 6

What is the storage of the Developer Pro Sandbox?

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

Answer: D

NEW QUESTION 7

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

Which acceptance criteria is most appropriate for this story?

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

Answer: C

NEW QUESTION 8

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

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

Answer: C

NEW QUESTION 9

The business analyst is working with a stakeholder on a Salesforce project. The stakeholder needs an approval process on contract submissions. Sales managers want to see all contracts when the discount is greater than 20%. They will decline any contracts with a discount that is greater than 25%, but they want visibility into other highly discounted contracts.

Which acceptance criteria is the most effective for this scenario?

- A. A sales manager wants to be notified when a contract has been submitted with a discount greater than 20% so the manager can approve or decline a discounted price.
- B. Users in a sales manager role should have access to a button on contracts to click to approve or decline a contract with a discounted price of 2G% or more.
- C. A sales manager wants to be able to approve contracts with a large discount and they need a validation rule related to contract discounts greater than 25%

Answer: A

NEW QUESTION 10

A business analyst (BA) at Northern Trail Outfitters was asked to create a new user story for a Sales Cloud update requested by the inside sales team. The BA created the following story:

"As a user, I need visibility to customers' purchase history details so I can increase efficiencies and improve closure rates by better tailoring sales offerings."

Which mistake did the BA make when creating this story?

- A. The goal is undefined.
- B. The persona is undefined.
- C. The need is undefined.

Answer: A

NEW QUESTION 10

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

Which way should the BA approach creation of this documentation?

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

Answer: A

NEW QUESTION 12

The sales team at Universal Containers has concerns that the process for distributing new leads is too slow. The VP of sales has engaged a business analyst (BA) to help map out a process to distribute new leads quickly. The BA sets up a meeting with stakeholders and learns a stakeholder already has a solution in mind. What should the BA do next?

- A. Implement the solution now to save time in the planning phase.
- B. Ask the stakeholder to demo their solution to the project team.
- C. Gather requirements and then note the proposal solution.

Answer: C

NEW QUESTION 14

The business analyst (BA) at Cloud Kicks is working on improving the company's Service Cloud deployment. The BA wants to leverage Universal Process Notation (UPN) to document the current process.

What is one benefit of using UPN in this scenario?

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

Answer: B

NEW QUESTION 15

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

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

Answer: B

NEW QUESTION 20

A business analyst at Universal Containers has begun user acceptance testing for a new Experience Cloud implementation with the project team. A major gap for one of the personas was identified in the documented scenarios.

What went wrong?

- A. Failure to include all stakeholders in the requirements gathering process
- B. Failure to perform thorough unit testing during the development process
- C. Failure to validate the application against the functional requirements

Answer: A

NEW QUESTION 23

Northern Trail Outfitters has decided to implement Sales Cloud. A business analyst (BA) has been assigned to document the requirements for this project.

What should the BA include in these requirements?

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

Answer: C

NEW QUESTION 27

The North American (NA) sales team wants to add a set of new fields and delete several fields from the Account object. During requirements gathering, the business analyst (BA) discovers the fields are actively being used by the EMEA team.

Which step should the BA take next?

- A. Refine the requirements to accommodate, both teams.
- B. Focus on the NA team's requirements.
- C. Start another project to address the EMEA team's requirements.

Answer: A

NEW QUESTION 32

The finance team is rolling out a new sales process in Sales Cloud for opportunities that are Closed/Won. After meeting with the team, a business analyst (BA) realizes that several requirements for the new process will need further refinement.

What should the BA use to keep track of changes to the process documents?

- A. Communication template
- B. Business backlog
- C. Version control

Answer: C

NEW QUESTION 34

A business analyst at Universal Containers is converting a requirements document into user stories for upcoming Manufacturing Cloud deployment. The first requirement is "finance needs a time tracking sys containers."

Which option best represents the "IF component of the INVEST checklist to make a good user story from this requirement?

- A. As a finance user I want a Timesheet object implemented so I can accurately report on container profitability.
- B. As a finance user, I want to know how long it takes to assemble a container so I can accurately report on container profitability.
- C. As a finance user, I want an Assembly Time field on the container cost record so I can accurately report on container profitability.

Answer: B

NEW QUESTION 35

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

Which analysis should a business analyst perform?

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

Answer: C

NEW QUESTION 40

Universal Containers (UC) has several teams working on a new application in Salesforce. Unfortunately, during the release process, it was discovered that the teams had overwritten each others changes.

What should JC use to prevent this from happening in the future?

- A. Code review sessions
- B. Version control system
- C. Change set deployments

Answer: B

NEW QUESTION 45

Universal Containers has scheduled a meeting with stakeholders, business analysts (BAs), and technical resources to review user stories. A BA reviews the user stories in advance of the meeting and notices that some best practices have been ignored. The first user story is focused on escalating cases in Service Cloud: "The customer service agent needs the ability to escalate a case so they can assign high-risk cases to tier 2 support for faster resolution."

Acceptance Criteria:

- * 1. Add permission set
- * 2. Users can escalate cases
- * 3. Create fields on the Case object
- * 4. Reports

Which best practice was ignored?

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

Answer: C

NEW QUESTION 46

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

What should the business analyst recommend to meet the requirements?

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

Answer: B

NEW QUESTION 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.

Answer: A

NEW QUESTION 52

Universal Containers (UC) uses a Salesforce org. UC is merging with a sister company that uses a different CRM. The incoming sales team is reluctant to change to a different process. The business analyst (BA) has been asked to help reach consensus and drive adoption.

Which group is well positioned to help the BA secure alignment for the initiative?

- A. System admin and project manager
- B. Power users and top sales earners
- C. Executive sponsors and sales leadership

Answer: A

NEW QUESTION 54

Cloud Kicks (CK) wants to redefine its lead-to-customer business process. CK wants to unify the interactions between sales, marketing, and customers to provide a more seamless experience. The business analyst (BA) need to create a visual representation that includes the steps and inputs from both sales and marketing. Which tool should the BA use to capture all launches of the current state?

- A. Journey Mapping
- B. Process Mapping
- C. Whiteboarding

Answer: B

NEW QUESTION 56

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

Answer: B

NEW QUESTION 57

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

What should the BA do to build trust with the stakeholder as the project continues?

- A. Set up a casual meeting to create a personal connection with the stakeholder.
- B. Reset project expectations at the next meeting with the stakeholder.
- C. Ask an executive sponsor to address the stakeholder's concerns.

Answer: A

NEW QUESTION 58

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

Which action should the business analyst take to best understand and document the current state and recommend a future state?

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

Answer: A

NEW QUESTION 59

Cloud Kicks has invited stakeholders from multiple departments and roles to participate in its latest Salesforce project. Each stakeholder's experiences and priorities for the project are different, which causes tension within the team and a lack of clarity around project direction.

What should the business analyst do to help the team work together more effectively?

- A. Encourage leadership to share their vision for the project, and ask the larger team to focus feedback only on the key objectives, pain points, and requirements outlined by leaders.
- B. Limit participation in key project discovery, requirements, and solutioning meetings to leadership.
- C. Engage the larger team to answer questions directly related to their roles when needed.
- D. Lead the stakeholders in creating a team agreement that assigns project roles and outlines how the team will collaborate, disagree, develop trust, and define success.

Answer: C

NEW QUESTION 62

The executive director of Universal Containers (UC) plans to purchase additional Salesforce licenses. The director recently hired a business analyst (BA) to lead a series of journey mapping sessions. The director wants the journey mapping sessions to be tailored to the features and capabilities that are currently available in UC's Salesforce environment.

Which information does the BA need to determine the features and functionality UC can implement while avoiding additional costs?

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

Answer: A

NEW QUESTION 64

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 UAT should have been performed with enough time to resolve bugs in the new feature.
- B. The UAT should have been performed with both peak load and average load simulation.
- C. The UAT should have been performed by customers who are familiar with the products.

Answer: B

NEW QUESTION 68

The business analyst (BA) at Cloud Kicks (CK) has been tasked with optimizing CK's lead process. In the weekly sales meeting, the BA outlines the project and asks for input. A new entry-level employee reaches out multiple times with ideas and suggestions for improvements.

What should the BA do when responding to the new employee's input?

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

Answer: A

NEW QUESTION 72

At Universal Containers, a business analyst (BA), solution architect, lead developer, quality assurance lead, and other team members need access to user stories as part of the Agile lifecycle of enhancements to a Marketing Cloud integration project.

What should the BA do to give all team members access and visibility to the most recent user stories as the project is in motion?

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

Answer: A

NEW QUESTION 75

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

Which key stakeholder should the BA speak to first?

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

Answer: A

NEW QUESTION 78

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 rules to Omni-Channel.
- C. Document the current case assignment process.

Answer: C

NEW QUESTION 80

An executive stakeholders at Northern Trail Outfitters (NTO) wants to explore automating NTO's

Quote-to-Cash process and has asked the business analyst (BA) to pull together some high-level information on possible solutions.

Which type of document should the BA present to the stakeholders?

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

Answer: A

NEW QUESTION 84

After the first round of user acceptance testing for a Sales Cloud project, the business analyst discovered that a high number of test cases failed.

What is a possible reason why the test cases failed?

- A. Missing test org access details
- B. Missing test result details
- C. Missing test script details

Answer: C

NEW QUESTION 88

A business analyst (BA) at Northern Trail Outfitters has been asked to explain a sales process improvement idea and collaborate on a plan for implementation. Several sales users in various locations have been identified to participate.

Which technique should the BA use to optimize effectiveness and build a shared understanding of the idea and approach?

- A. Demo prototype
- B. Virtual whiteboard
- C. One-on-one meetings

Answer: B

NEW QUESTION 93

The Salesforce information technology (IT) team has built a solution in a sandbox for a cross-functional project to implement Customer 360. It is time for user acceptance testing (UAT).

What is a business analyst's role during UAT?

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

Answer: C

NEW QUESTION 96

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 back to the stakeholder for immediate testing.

C. Acknowledge the feedback, create a new user Story that includes the field changes, and ask the stakeholder to update the existing tat case to show it was successfully tested.

Answer: A

NEW QUESTION 98

Which of the salesforce app providers will be able to unlock a locked user with their phones?

- A. All of them.
- B. iOS (App Store)
- C. Only those that download the app from the App Exchange.
- D. Android (Google Play)

Answer: B

NEW QUESTION 101

Universal Containers has asked a business analyst (BA) to create a process map indicating how it is using Marketing Cloud to manage its campaigns. In a process map that uses Universal Process Notation (UPN), the BA has marked each activity box with a resource.

What does an activity box marked "C Customer" mean?

- A. The customer should be responsible.
- B. The customer should be informed.
- C. The customer should be consulted.

Answer: A

NEW QUESTION 104

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 functionality 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.

Answer: B

NEW QUESTION 106

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

Answer: C

NEW QUESTION 110

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.

Answer: C

NEW QUESTION 113

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

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

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

Answer: C

NEW QUESTION 115

Cloud Kicks has completed the user acceptance testing (UAT) phase of a major update to Sales Cloud for its EMEA sales team.

How should the business analyst help the EMEA sales team learn the new features?

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

Answer: A

NEW QUESTION 120

The business analyst (BA) at Cloud Kicks has been asked to map the current sales process in Sales Cloud to document legal compliance with local privacy regulations, which can differ based on the state or country of a data transaction. Which activity would be most effective in helping the BA understand the sales process?

- A. Using live workshops to map out the sales process
- B. Asking stakeholders to complete a questionnaire
- C. Conducting individual interviews with stakeholders

Answer: A

NEW QUESTION 122

The business analyst at Universal Containers is writing users stories to support the Salesforce implementation for the sales operations division. There is a request for visibility into sales rep' pipeline so that can see their revenue. Which missing component is necessary to finish this user story?

- A. Who
- B. Why
- C. When

Answer: B

NEW QUESTION 126

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

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

Answer: C

NEW QUESTION 129

Northern Trail Outfitters is implementing Marketing Cloud. Stakeholders are having a difficult time conceptualizing how Marketing Cloud uses insights to create journeys. The Business analyst (BA) has been asked to show stakeholders how it works so the implementation project can move forward. Timelines are too tight to present a demo, and approval from stakeholders is needed soon in order to keep the project on track. What should the BA do to help stakeholders visualize how it will work?

- A. Create a UPN (Universal Process Notation) diagram.
- B. Build a capability model.
- C. Schedule a storyboarding session.

Answer: A

NEW QUESTION 134

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

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

Answer: B

NEW QUESTION 137

Cloud Kicks has moved into the quality assurance (QA) phase of Salesforce product configuration and extension. The QA team is now trying to confirm it has delivered value to stakeholders based on business requirements. The team is asking questions such as, "Did we build the right product?" and "Did we build the product right?" Which element should the business analyst use to help the QA team validate that the product fulfilled the requirements without ambiguity?

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

Answer: C

NEW QUESTION 138

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

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

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

Answer: B

NEW QUESTION 142

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

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

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

Answer: A

NEW QUESTION 144

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

Which step should the BA take next?

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

Answer: B

NEW QUESTION 148

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

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

Answer: C

NEW QUESTION 151

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

Which step should the BA take next?

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

Answer: A

NEW QUESTION 155

When creating a new User how can the Admin make sure a temporary password is generated?

- A. Select "Temporary Password and Confirmation Email Required"
- B. There are no temporary passwords available for setup of new users in Salesforce.
- C. Select "Generate Passwords and notify the user via email."
- D. This is a default feature, no setup required.

Answer: C

NEW QUESTION 157

Universal Containers (UC) has low adoption rate of its Salesforce solution. UC has hired a new vendor to overhaul its documentation and train)ng process. needs a business analyst to facilitate this transition.

Which of set if actions are the most effective business needs from stakeholders?

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

Answer: C

NEW QUESTION 159

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 all stakeholders are available.

Answer: C

NEW QUESTION 164

Universal Containers (UC) has decided to implement Salesforce and has assigned a business analyst (BA) to write user stories for the project. The BA plans to meet customer to their experience in their own words.

Which type of research should the BA use to elicit user stories from UC's customers?

- A. Shadowing
- B. Interviewing
- C. Behavioral

Answer: B

NEW QUESTION 165

A business analyst captures the following acceptance criteria for a user story about case reassignment in Service Cloud.

- A service manager can click a Reassign button that changes the owner field of the case.
- A service manager is able to reassign cases as part of the mobile experience.
- Reassignment functionality can be used on cases that have been auto-reassigned.
- Service reps are unable to reassign cases. Which mistake was made?

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

Answer: B

NEW QUESTION 167

The business analyst (BA) at Universal Containers is grooming user stories to add to the next sprint. The BA is having difficulty understanding the level of testing that's necessary for a particular story involving an update to an Important trigger.

What should the BA do to address the need for user acceptance testing (UAT)?

- A. Run all Apex tests using change set validation.
- B. Gather testing requirements from the stakeholder.
- C. Perform testing on all objects in the trigger.

Answer: B

NEW QUESTION 170

The sales team recently received training on a new sales methodology. When viewing an Opportunity in Sales Cloud, the sales manager wants the sales cycle to include new stages in addition to multiple custom fields. The business analyst is starting to construct user stories to support the new process.

What should each user story include?

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

Answer: B

NEW QUESTION 171

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

Which area of user acceptance testing (UAT) was overlooked?

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

Answer: C

NEW QUESTION 175

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

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

Answer: B

NEW QUESTION 177

The VP of sales at Clod Kicks wants to streamline the lead qualification process to improve the team's productivity and help them reach their target goals. A business analyst (BA) has been assigned to the project to identify the disconnect between the sales and marketing teams' definition of a qualified lead? What should the BA focus on?

- A. Mapping historical lead data from each team and building charts to highlight similarities
- B. Evaluating team's skill and experience to determine how they can better align.
- C. Scheduling and all-day collaboration workshop with both team to resolve their differences

Answer: C

NEW QUESTION 180

The Salesforce project team at Universal Containers is reviewing a backlog of user stories to add to an sprint. The team is unsure of which story to begin working on. What should the business analyst do to help with prioritization?

- A. Verify acceptance criteria.
- B. Identify dependent components.
- C. Delete the definition of done

Answer: B

NEW QUESTION 184

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

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

Answer: B

NEW QUESTION 188

During a sprint grooming session for the Sales Cloud implementation at Cloud Kicks, the development team mentions the step "Code Review by Technical Architect" listed within the acceptance criteria needs to be adjusted. Which location should the business analyst move this item to?

- A. Project plan
- B. Definition of done
- C. Pull request template

Answer: A

NEW QUESTION 190

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

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

Answer: B

NEW QUESTION 194

The business analyst is auditing data access by documenting Field-level Security on the Account object in Salesforce. How do end users participate as stakeholders in data Governance?

- A. They export their data back it up locally.
- B. They implement their data entry workarounds in the system.
- C. They provide valuable feedback on how they use data.

Answer: C

NEW QUESTION 199

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

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

Answer: A

NEW QUESTION 204

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

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

Answer: C

NEW QUESTION 205

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.

Answer: A

NEW QUESTION 207

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

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

Answer: A

NEW QUESTION 209

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