

## Salesforce.Certified-Business-Analyst.v2025-05-09.q127

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### NEW QUESTION: 1

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.

**Answer:** ([SHOW ANSWER](#))

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.

References:<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use>

### NEW QUESTION: 2

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

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

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

**Answer: B (LEAVE A REPLY)**

The groups that the business analyst should work with to gain full alignment on a common program vision and strategy are senior leadership, IT leadership, and middle management. Senior leadership are the executives who have the authority and vision for the Salesforce implementation. IT leadership are the managers or directors who oversee the technical aspects of the Salesforce implementation. Middle management are the supervisors or team leads who manage the sales and service teams. These groups can help the business analyst define the goals, scope, requirements, and success criteria of the Salesforce implementation, and resolve any disagreements or conflicts among them. Business leaders, end users, and executive sponsors are other groups that may be involved in the Salesforce implementation, but they may not have the same level of influence or responsibility as senior leadership, IT leadership, and middle management. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboratio>

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-di>

### **NEW QUESTION: 3**

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

Which of 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 (LEAVE A REPLY)**

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. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/stakeholder->

#### **NEW QUESTION: 4**

As a business analyst (BA) starts engaging stakeholders for a user story writing workshop, an executive sponsor questions why the Commerce Cloud project is creating user stories rather than standard requirements.

What is one benefit of creating user stories that the BA can share with the executive sponsor?

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

**Answer: C** ([LEAVE A REPLY](#))

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.

References: <https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories>

#### **NEW QUESTION: 5**

Universal Containers is transitioning to Slack as its internal communication tool and is ready to release.

What is the final step that a business analyst should perform during the user acceptance testing process that would ensure a "go" decision?

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

**Answer: (SHOW ANSWER)**

Explanation

The final step that a business analyst should perform during the user acceptance testing process that would ensure a "go" decision is to get written sign-off from all business stakeholders. Written sign-off means obtaining formal approval or confirmation from the business stakeholders that the system or solution meets their requirements or expectations and is ready to be released to production. Written sign-off helps to ensure a "go" decision by demonstrating that the system or solution has passed all the tests or validations, as well as resolving any issues or risks that may prevent the release. Written sign-off also helps to document and communicate the completion and acceptance of the user acceptance testing process. References:

<https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/learn-about-user-acceptance>

### **NEW QUESTION: 6**

A business analyst (BA) at Universal Containers (UC) has been asked to evaluate a business process at a high level and in detail, while also keeping regulatory considerations in mind. Management wants to use the output from the BA's evaluation to inform decisions about UC's future implementations of Sales Cloud and Service Cloud.

What should the BA use for their evaluation?

- A. Cross-functional flowchart
- B. Universal Process Notation (UPN)
- C. Entity Relationship Diagram (ERD)

**Answer: A (LEAVE A REPLY)**

### **NEW QUESTION: 7**

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 (LEAVE A REPLY)**

The business analyst should include a high-level description of required functionality in the requirements for Sales Cloud implementation. A high-level description of required functionality is a brief and general statement that describes what a system or solution must do or provide to meet a business need or goal. A high-level description of required functionality helps to capture and communicate the scope and value of a requirement or feature. The business analyst should include a high-level description of required functionality in the requirements for Sales Cloud implementation by using clear and concise language, avoiding technical jargon or details, and focusing on outcomes rather than solutions. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/requirement>

### NEW QUESTION: 8

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 can 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.

**Answer: B (LEAVE A REPLY)**

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.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/cre>

<https://www.bain.com/insights/management-tools-capability-sourcing/>

### NEW QUESTION: 9

Northern Trail Outfitters (NTO) is undergoing a Salesforce implementation for Service Cloud. The business analyst is currently working with the development team as they build features in the sandbox. NTO wants to test these features before the changes are deployed to the production environment.

As part of the Application lifecycle Management (ALM) process, which three development models does Salesforce support?

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

**Answer: A (LEAVE A REPLY)**

The three development models that Salesforce supports as part of Application Lifecycle Management (ALM) process are Change Set Development, Org Development, and Package Development. Change Set Development is a model that uses change sets to deploy metadata changes from one org to another org. Org Development is a model that uses scratch orgs to create and test metadata changes in isolated environments before deploying them to other orgs. Package Development is a model that uses unlocked packages to bundle and distribute metadata changes

across orgs as modular applications. Rapid Application Development, Flow Builder, and Salesforce DX are not development models supported by Salesforce as part of ALM process.

References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-accepta>

<https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models>

### **NEW QUESTION: 10**

The business analyst (BA) at Universal Containers (UC) wants to understand why UC failed to meet a deployment date for its product go live while following the Agile process. According to the BA's research, the developers lacked a sense of the work in progress and the intended goal of that work, and the QA team was unable to clearly test the functionality based on a given persona.

Which step should the BA take next?

- A.** Create a SWOT (Strength, Weakness, Opportunity, Threat) analysis to understand why development and testing took more time.
- B.** Review the user stories to ensure they are small, testable, and valuable.
- C.** Move the deployment date out so the teams have more time to work.

**Answer: B (LEAVE A REPLY)**

### **NEW QUESTION: 11**

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 whiteboarding session to ensure the requirements are accurate.

**Answer: B (LEAVE A REPLY)**

Explanation

The BA should circulate the requirements to stakeholders, incorporate feedback, and obtain sign-off to ensure alignment. This helps to:

**Circulate the requirements to stakeholders:** This helps to communicate and share the requirements with all relevant stakeholders, such as customers, users, sponsors, developers, testers, etc., and ensure that they are aware of and understand them.

**Incorporate feedback:** This helps to elicit and address any comments, questions, suggestions, or concerns from the stakeholders about the requirements, and make any necessary changes or clarifications to them.

**Obtain sign-off:** This helps to confirm and document that the stakeholders agree with and approve of the requirements, and establish a baseline for designing and developing the solution. The other

options are either irrelevant or incomplete. Option A does not ensure alignment, but rather assumes that customers already know their requirements. Option C does not ensure alignment, but rather skips an important step of validating and verifying the requirements with stakeholders. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-requirements/validate-and-con>

### **NEW QUESTION: 12**

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

**Answer:** [\(SHOW ANSWER\)](#)

### **NEW QUESTION: 13**

Universal Containers wants to integrate its Salesforce org with the largest online professional network so its sales reps can view information directly on Salesforce records. The business analyst will write acceptance criteria for this scenario.

What is an example of good acceptance criteria?

- A. A sales rep needs to have the CRM widget installed in the Lead and Contact Record Page Layout.
- B. A sales rep can view current information directly in the Lead and Contact records.
- C. Install a CRM widget to allow sales reps to view information in the Lead and Contact records.

**Answer:** [C \(LEAVE A REPLY\)](#)

### **NEW QUESTION: 14**

A business analyst (BA) conducted a group workshop with stakeholders to understand and document in-scope business processes. The BA feels there are gaps between process steps.

What should the BA do to close the gaps or confirm the process steps?

- A. Conduct elimination with stakeholders regarding their parts of the process.
- B. Review the documentation to ensure that information gathered about the process is correct.
- C. Using strategy analysis, define models of how gaps in the business process can be resolved.

**Answer:** [C \(LEAVE A REPLY\)](#)

This answer states that conducting elicitation with stakeholders regarding their parts of the process is what the BA should do to close the gaps or confirm the process steps after conducting a group workshop with stakeholders to understand and document in-scope business processes. Elicitation is a technique that involves asking questions, gathering information, or observing behaviors to understand the needs, expectations, and goals of the stakeholders or users. Conducting elicitation with stakeholders can help the BA to clarify any ambiguities, resolve any conflicts, verify any

assumptions, and validate any information regarding their parts of the process. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills>

### **NEW QUESTION: 15**

A business analyst (BA) at Universal Containers had a meeting with sales and service reps to gather requirements around contact management for a new Salesforce implementation. A sales rep wants a place to capture the names of the contact's spouse and children to help build the relationship. The BA writes the following user story.

"As a user, I need to be able to record a contact's title and role as separate data points so I know who to address for various needs of the account." Who should be listed as the persona?

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

**Answer: A (LEAVE A REPLY)**

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. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-stor>

### **NEW QUESTION: 16**

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. When
- C. Why

**Answer: A (LEAVE A REPLY)**

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#### **NEW QUESTION: 17**

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 (LEAVE A REPLY)**

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. References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/understand-process>

#### **NEW QUESTION: 18**

Cloud Kicks wants to assess the efficiency of its Sales Cloud solution to eliminate unnecessary steps and cut costs. A business analyst (BA) will give a presentation to executives to help them understand the current state and define the future state.

Which document should the BA use for the presentation?

- A. A business process model
- B. A persona journey map

C. A collection of use cases

**Answer: A ([LEAVE A REPLY](#))**

### NEW QUESTION: 19

The business analyst (BA) working with the contract renewal team at Cloud kicks has mapped out its current renewal process, the BA has noted where representatives are inputting contract information from PDF documents which is introducing errors and inaccurate data into Salesforce. Which type of inefficiency is happening during this step in the process?

A. Avoidance

B. Manual effort

C. Duplication

**Answer: B ([LEAVE A REPLY](#))**

The type of inefficiency that is happening during this step in the process is manual effort. Manual effort is a type of inefficiency that occurs when a task or activity requires human intervention or input that could be automated or eliminated. Manual effort can lead to errors, delays, inconsistencies, or redundancies in the process. In this case, the representatives are inputting contract information from PDF documents into Salesforce manually, which introduces errors and inaccurate data into Salesforce. References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/identify-inefficiency>

### NEW QUESTION: 20

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: B ([LEAVE A REPLY](#))**

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. References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional-requirements/write-use-ca>

### NEW QUESTION: 21

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

Answer: ([SHOW ANSWER](#))

### NEW QUESTION: 22

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 Sol <small>salesforce</small>	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 ([LEAVE A REPLY](#))

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.

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

### NEW QUESTION: 23

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.

**Answer: B (LEAVE A REPLY)**

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.

References:

\* <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/op>

\* [https://help.salesforce.com/s/articleView?id=sf.performance\\_analyzer.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.performance_analyzer.htm&type=5)

### NEW QUESTION: 24

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: (SHOW ANSWER)**

The mistake made in capturing these acceptance criteria was that they include solution information instead of focusing on what needs to be achieved by implementing this feature or functionality. For example, specifying that "a service manager can click a Reassign button" implies a particular design choice rather than describing what outcome should be achieved by reassigning cases (such as transferring ownership or notifying new owners). Acceptance criteria 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. Acceptance criteria should also be small and testable so that they can be easily verified by using techniques such as scenarios or test cases. References:

1 <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories>

### NEW QUESTION: 25

Which User access and sharing features would you use for the following use case: it is the first time a user logs in and they need to be sent an email with a way to authenticate their email.

- A. 2 FA
- B. Single Sign-On
- C. Email Proof
- D. Login Link

**Answer: C (LEAVE A REPLY)**

Email Proof is the User access and sharing feature that would be used for the following use case: it is the first time a user logs in and they need to be sent an email with a way to authenticate their email. Email Proof is a security feature that requires users to verify their email address when they log in for the first time or change their email address. 2 FA, Single Sign-On, and Login Link are not User access and sharing features that would be used for this use case. References:

[https://help.salesforce.com/s/articleView?id=sf.security\\_email\\_proof.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.security_email_proof.htm&type=5)

### NEW QUESTION: 26

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: (SHOW ANSWER)**

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.

References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories>

### NEW QUESTION: 27

The business analyst (BA) at Northern Trail Outfitters needs to create a current state process map for a Service Cloud implementation with its retail division. The BA needs a simple diagramming notation for the process map that is applicable across all industries, provides context for metrics and management decisions, and supports regulatory considerations.

Which diagramming notation should the BA use for the process map?

- A. Business Process Modeling Notation (BPMN)
- B. Universal Process Notation (UPN)
- C. Unified Modeling Language (UML)

**Answer: B (LEAVE A REPLY)**

This answer selects Universal Process Notation (UPN) as the diagramming notation that the BA should use for the process map. UPN is a simple and standardized way of creating process maps, using only four symbols: activity, decision, start/end, and annotation. UPN can help the BA create a process map that is applicable across all industries, provides context for metrics and management decisions, and supports regulatory considerations. References:

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

### NEW QUESTION: 28

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.

**Answer: (SHOW ANSWER)**

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.

### NEW QUESTION: 29

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: (SHOW ANSWER)**

Explanation

The element that the business analyst should use to help the QA team validate that the product fulfilled the requirements without ambiguity is acceptance criteria. Acceptance criteria are statements that define the conditions that a product or feature must meet in order to be accepted by stakeholders or end users. They can help the QA team test the functionality based on specific scenarios or outcomes, and verify that it meets the expectations or needs of stakeholders or end users. Process maps are diagrams that show how a business process flows from start to end. They can help the QA team understand how a product or feature works in relation to a process, but not how to validate it without ambiguity. User stories are statements that capture a requirement or feature from an end user's perspective. They can help the QA team understand what needs to be done and why it matters, but not how to validate it without ambiguity. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories>

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-accepta>

### **NEW QUESTION: 30**

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

**Answer: A (LEAVE A REPLY)**

### **NEW QUESTION: 31**

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

Which document should the BA create?

- A. Journey Map

B. Heat Map

C. Process Map

**Answer: A ([LEAVE A REPLY](#))**

Explanation

A journey map is a document that illustrates the steps and interactions a customer has during a specific process or experience. It can help UC understand how to optimize the case lifecycle and limit the number of interactions a customer has. A heat map is a document that shows the relative intensity or frequency of a variable using colors. It can help UC analyze data or trends, but not the case lifecycle. A process map is a document that shows how a business process flows from start to end. It can help UC understand how its service agents work, but not how its customers experience the case lifecycle. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboratio>

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**NEW QUESTION: 32**

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 ([LEAVE A REPLY](#))**

Explanation

The business analyst should gather requirements and then note the proposed solution when a stakeholder already has a solution in mind. This is because the business analyst should focus on understanding the problem or need that the stakeholder wants to solve, rather than jumping to a

specific solution. Gathering requirements helps to define the scope, objectives, and value of the project, as well as identify any constraints, assumptions, or risks. The business analyst should also note the proposed solution as a possible option, but not commit to it without evaluating other alternatives or validating it with other stakeholders. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-di>

### **NEW QUESTION: 33**

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

**Answer: C** ([LEAVE A REPLY](#))

### **NEW QUESTION: 34**

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

**Answer: C** ([LEAVE A REPLY](#))

### **NEW QUESTION: 35**

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. Involve the stakeholders in the business requirements gathering sessions.
- B. Provide detailed test cases to validate the functional requirements
- C. Associate each set of metadata -changes to the corresponding user story.

**Answer: C** ([LEAVE A REPLY](#))

### **NEW QUESTION: 36**

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: B (LEAVE A REPLY)**

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.

References:

<https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories>

### NEW QUESTION: 37

Which element of the storytelling process for UX is described here: "A hurdle that makes it difficult for your heroes to succeed on their journeys."

- A. Challenge
- B. Monster
- C. Victory
- D. Helper

**Answer: (SHOW ANSWER)**

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. References:

<https://trailhead.salesforce.com/content/learn/modules/ux-design-fundamentals/understand-the-storytelling-proce>

### NEW QUESTION: 38

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

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

- A. Business leaders, middle management, and end users

**B.** Senior leadership, IT leadership, and middle management

**C.** Executive sponsors, IT leadership, and end users

**Answer: B (LEAVE A REPLY)**

Explanation

The groups that the business analyst should work with to gain full alignment on a common program vision and strategy are senior leadership, IT leadership, and middle management. Senior leadership are the executives who have the authority and vision for the Salesforce implementation. IT leadership are the managers or directors who oversee the technical aspects of the Salesforce implementation. Middle management are the supervisors or team leads who manage the sales and service teams. These groups can help the business analyst define the goals, scope, requirements, and success criteria of the Salesforce implementation, and resolve any disagreements or conflicts among them. Business leaders, end users, and executive sponsors are other groups that may be involved in the Salesforce implementation, but they may not have the same level of influence or responsibility as senior leadership, IT leadership, and middle management. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboratio>

#### **NEW QUESTION: 39**

The Salesforce team at Cloud Kicks (CK) is reviewing the sales team's business processes. During a review session, the business analyst notices that quantifiable benchmarks have yet to be established.

Why is it a best practice to establish benchmarks to evaluate existing processes?

**A.** Proves processes are out of date and require a new solution

**B.** Compares processes against CK's closest competitors

**C.** Shows tangible impact from changes to processes

**Answer: (SHOW ANSWER)**

The best practice to establish benchmarks to evaluate existing processes is to show tangible impact from changes to processes. Benchmarks are quantifiable measures that can be used to compare current performance with desired performance or best practices. They can help CK evaluate how effective its sales processes are, identify gaps or opportunities for improvement, and measure the results or benefits of process changes.

Proving processes are out of date and require a new solution is not a best practice, but a potential outcome of benchmarking. Comparing processes against CK's closest competitors is not a best practice, but a possible source of benchmarking data. References:

<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-acceptance>

#### **NEW QUESTION: 40**

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 (LEAVE A REPLY)**

A virtual whiteboard is a technique that a business analyst can use to optimize effectiveness and build a shared understanding of an idea and approach with sales users in various locations. A virtual whiteboard is an online tool that allows multiple participants to collaborate visually by drawing, writing, or annotating on a shared screen. It can help them brainstorm ideas, create diagrams, or give feedback in real time. A demo prototype is a technique that can be used to show how an idea works or looks like, but not to collaborate on it.

One-on-one meetings are techniques that can be used to communicate with individual stakeholders, but not with a group. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders> <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories>

#### **NEW QUESTION: 41**

Universal Containers just rolled out a new sales methodology and process. A month after the initial training, the manager has noticed some reps have a large number of overdue tasks. The manager is unsure if it's a learning curve or a system issue and has asked the business analyst (BA) to determine the cause and recommend a solution.

Which method should the BA use to start collecting data?

- A. Brainstorming and prototyping
- B. Observation and interviewing
- C. focus groups and workshops

**Answer: B (LEAVE A REPLY)**

This answer suggests observation and interviewing as methods to collect data for the BA to determine the cause and recommend a solution for UC's sales challenge. Observation and interviewing are techniques that help the BA understand how users perform their tasks, what challenges they face, and what their needs and expectations are. Observation involves watching users in their natural environment, while interviewing involves asking users open-ended questions.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-shadowing->

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-interviews->

**NEW QUESTION: 42**

The Salesforce delivery team at Cloud Kicks consistently has user stories that developers start but are unable to complete during each sprint. During the most recent retrospective, the development team expressed that they are running out of time to complete the stories. The team used the INVEST checklist to diagnose why these stories are incomplete at the end of the sprint.

Which checklist item is the most likely reason why the stories are incomplete at the close of the sprint?

- A. Negotiable
- B. Valuable
- C. Small

**Answer:** (SHOW ANSWER)

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.

References: <https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories>

**NEW QUESTION: 43**

The scrum team working on Salesforce projects at Northern Trail Outfitters plans to review the current build with stakeholders to gather feedback. The business analyst will facilitate the meeting. Which type of meeting should be held?

- A. Daily stand-up
- B. Retrospective
- C. Sprint review

**Answer:** B,C (LEAVE A REPLY)

**NEW QUESTION: 44**

The business analyst (BA) at Cloud Kicks has been interviewing customer service team members who use Service Cloud to understand the steps they take to complete their daily work. The BA is working on a solution to improve their productivity by identifying each step and documenting its purpose.

Which type of requirement documentation is the BA using in this scenario?

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

**Answer:** A (LEAVE A REPLY)

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.

References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping>

### **NEW QUESTION: 45**

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

What should the BA do?

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

**Answer: C (LEAVE A REPLY)**

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. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills>

### **NEW QUESTION: 46**

Universal Containers is developing a new recurring app utilizing Lightning screen flows. The business analyst (BA) has started writing user stories in a repository. The project lead has edited user stories in the DevOps tool to make them more complete.

What should the BA do to understand which user stories were modified?

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

**Answer: C (LEAVE A REPLY)**

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. References:

<https://trailhead.salesforce.com/en/content/learn/modules/org-development-model/get-to-know-org-development>

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#### **NEW QUESTION: 47**

An external business analyst (BA) has been brought in to work on a Sales Cloud project for Universal Containers (UC). UC's In-house BA has created epics and user stories, but the external BA notices that one story appears to be written Incorrectly.

How should the BA revise the statement below in the correct user story format?

"Sales reps need to track their pipeline in Salesforce."

- A.** As a sales manager, I need sales representatives to track their opportunities in Salesforce.
- B.** As a sales manager, I want sales reps to track their opportunities in Salesforce for accurate forecast reporting.
- C.** As a sales representative, I want to be able to track my opportunities in Salesforce so that we can forecast accurately.

**Answer: (SHOW ANSWER)**

A user story is a short, simple description of a feature told from the perspective of the person who desires the new capability, usually a user or customer of the system. It typically follows a simple template: As a <type of user>, I want <some goal> so that <some reason>. The answer C follows this template and clearly states the user role, the goal, and the reason. The answer A does not

state the reason, and the answer B does not state the correct user role, as the story is about sales representatives, not sales managers. References: Certification - Business Analyst, Get Started with Salesforce Business Analyst Certification Prep, Cert Prep: Salesforce Business Analyst

### **NEW QUESTION: 48**

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. Use cases
- C. Object models

**Answer: C** ([LEAVE A REPLY](#))

### **NEW QUESTION: 49**

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

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

**Answer: A** ([LEAVE A REPLY](#))

### **NEW QUESTION: 50**

Universal Containers (UC) has chosen to implement Sales Cloud and Service Cloud to increase revenue and remove bottlenecks in its current processes. A business analyst (BA) is tasked with diagramming business processes.

What should the BA do to successfully meet governance requirements to identify the business purpose?

- A. Use UC's existing terminology.
- B. Adhere to agreed upon mapping standards.
- C. Identify resources engaged in each step.

**Answer: (SHOW ANSWER)**

Explanation

To successfully meet governance requirements to identify the business purpose, the business analyst should adhere to agreed upon mapping standards. Mapping standards are guidelines or conventions that define how to create and document business process maps. They help to ensure consistency, clarity, and quality of the process maps across different projects and teams. They also help to align the process maps with the business objectives and requirements, and support regulatory considerations.

References:<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/>

### NEW QUESTION: 51

Which of the following User Management terms is best described by this definition: " Record created to identify a new employee that starts accessing Salesforce"

- A. Profiles
- B. Salesforce characters
- C. Users
- D. Roles

**Answer: C (LEAVE A REPLY)**

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. References:

[https://help.salesforce.com/s/articleView?id=sf.users\\_def.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.users_def.htm&type=5)

### NEW QUESTION: 52

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 (LEAVE A REPLY)**

Explanation

A possible reason why the test cases failed is missing test script details. Test scripts are step-by-step instructions on how to execute each test case. They should include the expected inputs, outputs, and results for each step. Missing test script details could lead to confusion, errors, or inconsistencies among testers, resulting in failed test cases. Missing test org access details is not a likely reason why the test cases failed because it would prevent testers from accessing the sandbox or test environment, not from executing the test cases.

Missing test result details is not a likely reason why the test cases failed because it would affect the reporting or documentation of testing outcomes, not the execution of test cases. References: 1 <https://trailhead.salesforce.com/en/content/learn/modules/user-acceptance-testing-video/learn-about-user-accept>

### NEW QUESTION: 53

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 (LEAVE A REPLY)**

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.

References: [https://help.salesforce.com/s/articleView?id=sf.users\\_add.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.users_add.htm&type=5)

#### **NEW QUESTION: 54**

A business analyst (BA) at Universal Containers had a meeting with sales and service reps to gather requirements around contact management for a new Salesforce implementation. A sales rep wants a place to capture the names of the contact's spouse and children to help build the relationship. The BA writes the following user story.

"As a user, I need to be able to record a contact's title and role as separate data points so I know who to address for various needs of the account." Who should be listed as the persona?

A. Sales rep

B. Contact

C. Service rep

**Answer: A (LEAVE A REPLY)**

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.

References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-pr>

#### **NEW QUESTION: 55**

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 ([LEAVE A REPLY](#))**

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.

References:<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/>

#### **NEW QUESTION: 56**

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

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

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

**Answer: ([SHOW ANSWER](#))**

This answer states that using standard naming conventions is the best practice that the BA should train the employee on for sending a document named UserStories\_v37\_final\_final\_final.docx. A standard naming convention is a set of rules or guidelines that define how to name or label a document or a file in a consistent and meaningful way. A standard naming convention typically includes elements such as project name, document type, version number, date, author, etc. Using standard naming conventions is the best practice that the BA should train the employee on for sending a document because it helps the BA to organize and manage documents or files more efficiently and effectively, and to avoid confusion or duplication among them.

References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look>

[/use-stakeholder-engagement-skills](#)

#### **NEW QUESTION: 57**

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

**Answer: B (LEAVE A REPLY)**

### **NEW QUESTION: 58**

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.

**Answer: (SHOW ANSWER)**

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.

References: 1

<https://trailhead.salesforce.com/en/content/learn/modules/user-acceptance-testing-video/learn-about-user-accept>

### **NEW QUESTION: 59**

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: (SHOW ANSWER)**

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.

References: [https://help.salesforce.com/s/articleView?id=sf.users\\_add.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.users_add.htm&type=5)

### NEW QUESTION: 60

Management at Cloud Kicks has asked a business analyst (BA) to gain alignment from a group of people to determine what is in scope and out of scope on a Salesforce project.

Which group should the BA include early in the scoping process?

- A. Personas
- B. Stakeholders
- C. Scrum team

**Answer: B (LEAVE A REPLY)**

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. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/project-initi>

### NEW QUESTION: 61

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

**Answer: (SHOW ANSWER)**

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. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories>

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#### **NEW QUESTION: 62**

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

**Answer: A** ([LEAVE A REPLY](#))

#### **NEW QUESTION: 63**

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

**Answer: B (LEAVE A REPLY)**

#### **NEW QUESTION: 64**

A project is in the user acceptance testing phase of a Sales Cloud implementation at Universal Containers. The business analyst (BA) is coordinating the test case execution and supporting the testers. One of the testers fails a test case because they were unable to see a custom field identified in the directions. The BA has reviewed the details of the failed test case and compared the expected outcome to the requirements.

What should the BA do next?

- A. Assign the test case to another tester.
- B. Assign a bug to the development team.
- C. Attempt to reproduce the issue.

**Answer: C (LEAVE A REPLY)**

Explanation

The next thing that the business analyst should do after reviewing the details of the failed test case is to attempt to reproduce the issue. Reproducing an issue means following the same steps or actions that caused the issue to occur in order to verify its existence and severity. Reproducing an issue helps to confirm whether it is a real bug or a human error, as well as gather more information about its root cause, impact, frequency, etc.

Reproducing an issue also helps to document it clearly and accurately for reporting and resolution purposes.

References:

<https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/report-and-resolve-issues>

#### **NEW QUESTION: 65**

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:** ([SHOW ANSWER](#))

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

<persona>, 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. References:

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

### **NEW QUESTION: 66**

Universal Containers is setting up a Salesforce email integration for the sales team. Through discovery conversations, the business analyst (BA) learns the operations team also needs email integration in the near future.

What should the BA do next?

**A.** Proceed with the sales team's project as planned.

**B.** Start project work for the operations team.

**C.** Include the operations team during discovery.

**Answer:** ([SHOW ANSWER](#))

When a business analyst learns that another team also needs email integration in the near future, they should include that team during discovery. This is because including all relevant stakeholders early in the project can help to identify common needs, avoid duplication of work, leverage synergies, and deliver value faster. The business analyst should invite the operations team to participate in discovery activities such as interviews, surveys, workshops, observations, etc., and capture their requirements, expectations, and feedback. The business analyst should also communicate the project scope, timeline, and risks to both teams and manage any changes or issues that may arise. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-di>

**NEW QUESTION: 67**

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

**Answer:** ([SHOW ANSWER](#))

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. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/get-started-with-salesforce-business-analyst-certification-prep>

**NEW QUESTION: 68**

A business analyst (BA) working on a Service Cloud implementation is reviewing user stories to verify they are written effectively.

What should the BA confirm about the user stories when completing this review?

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

**Answer:** C ([LEAVE A REPLY](#))

**NEW QUESTION: 69**

A business analyst (BA) working on a Service Cloud implementation is reviewing user stories to verify they are written effectively.

What should the BA confirm about the user stories when completing this review?

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

**Answer:** C ([LEAVE A REPLY](#))

Explanation

The business analyst should confirm that the user stories are written effectively by checking that they can be easily prioritized and are small enough to estimate accurately. User stories are short and simple descriptions of a feature or functionality from the perspective of an end user or customer. User stories should follow the INVEST criteria, which stands for Independent, Negotiable, Valuable, Estimable, Small, and Testable. User stories that can be easily prioritized and are small enough to estimate accurately are more likely to meet the Estimable and Small

criteria. Estimable means that a user story should have enough information and clarity to allow developers and testers to estimate the effort and time required to complete it. 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.

References:<https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories>

#### **NEW QUESTION: 70**

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:** ([SHOW ANSWER](#))

#### **NEW QUESTION: 71**

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. Valuable
- B. Negotiable
- C. Small

**Answer:** C ([LEAVE A REPLY](#))

#### **NEW QUESTION: 72**

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 ([LEAVE A REPLY](#))

Explanation

The element that the business analyst should use to help the QA team validate that the product fulfilled the requirements without ambiguity is acceptance criteria. Acceptance criteria are statements that define the conditions that a product or feature must meet in order to be accepted by stakeholders or end users. They can help the QA team test the functionality based on specific scenarios or outcomes, and verify that it meets the expectations or needs of stakeholders or end users. Process maps are diagrams that show how a business process flows from start to end. They can help the QA team understand how a product or feature works in relation to a process, but not how to validate it without ambiguity. User stories are statements that capture a requirement or feature from an end user's perspective. They can help the QA team understand what needs to be done and why it matters, but not how to validate it without ambiguity. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-storiesh>

### **NEW QUESTION: 73**

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

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

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

**Answer: (SHOW ANSWER)**

Explanation

The recommendation that the business analyst should make to help the stakeholders reach agreement about the process is to focus on the inputs and outcomes of the current process. Inputs are the resources or data that are required for a process to start or continue. Outcomes are the results or outputs that are produced by a process.

Focusing on the inputs and outcomes of the current process helps to define and measure the current state of performance, identify pain points and opportunities for improvement, and align with the desired business outcomes. Focusing on the inputs and outcomes of the current process also helps to avoid getting bogged down by unnecessary details or variations that may cause disagreement or confusion among stakeholders.

References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-pro>

### **NEW QUESTION: 74**

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 ([LEAVE A REPLY](#))**

### **NEW QUESTION: 75**

A business analyst (BA) conducted a group workshop with stakeholders to understand and document in-scope business processes. The BA feels there are gaps between process steps.

What should the BA do to close the gaps or confirm the process steps?

- A. Conduct elimination with stakeholders regarding their parts of the process.
- B. Review the documentation to ensure that information gathered about the process is correct.
- C. Using strategy analysis, define models of how gaps in the business process can be resolved.

**Answer: A ([LEAVE A REPLY](#))**

Explanation

The business analyst should conduct elicitation with stakeholders regarding their parts of the process to close the gaps or confirm the process steps. Elicitation is a technique that involves collecting information and feedback from stakeholders or users about their needs, expectations, preferences, pain points, goals, etc.

Elicitation helps to close the gaps or confirm the process steps by allowing the business analyst to ask questions, clarify doubts, verify assumptions, resolve conflicts, or validate information with the stakeholders who are involved or affected by the process. Elicitation also helps to ensure alignment and engagement among the stakeholders on the process definition and design. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-di>

### **NEW QUESTION: 76**

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 ([LEAVE A REPLY](#))**

Explanation

This answer suggests using live workshops to map out the sales process as the most effective activity for the BA to understand the sales process at CK. A live workshop is a collaborative session where the BA facilitates a group discussion with stakeholders or users to elicit information, generate ideas, or solve problems. A live workshop can help the BA map out the sales process by engaging participants in creating a visual representation of the process, identifying pain points and opportunities, and reaching a consensus on the current state.

References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use>

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#### **NEW QUESTION: 77**

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

Which tactical document should the BA use to capture features?

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

**Answer: C (LEAVE A REPLY)**

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.

References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/project-planning>

#### **NEW QUESTION: 78**

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

**Answer: C (LEAVE A REPLY)**

#### **NEW QUESTION: 79**

Universal Containers is focused on an initiative to streamline its channel management processes. Due to the level of complexity, the business analyst (BA) will gather and document the key points in preparation to build a more detailed process map.

Which diagram should the BA use in this case?

- A. SIPOC (Suppliers, Inputs, Process, Outputs, Customers)
- B. Capability Model
- C. Value Stream Map

**Answer: A (LEAVE A REPLY)**

Explanation

A SIPOC diagram is a high-level process map that shows the key elements of a process, such as the suppliers, inputs, outputs, and customers. It can help identify the scope and boundaries of a process and the stakeholders involved. A capability model is a strategic tool that shows the high-level capabilities of an organization, but it does not show the details of a process. A value stream map is a detailed process map that shows the value-added and non-value-added activities, cycle times, wait times, and other metrics of a process, but it may be too complex for capturing key points. References: 1

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/collabor>

#### **NEW QUESTION: 80**

The sales teams at Universal Containers (UC) want to add a custom field to a page layout. The IT manager reminds the business analyst (BA) that UC uses the Application Lifecycle Management (ALM) process. The addition of the custom field and subsequent release to everyone in the organization must follow this process.

What is the first step in the ALM process that should be taken?

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

**Answer: A (LEAVE A REPLY)**

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. References:

<https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models>

### **NEW QUESTION: 81**

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

**Answer: B ([LEAVE A REPLY](#))**

### **NEW QUESTION: 82**

Which Salesforce standard license can be given to someone who need access only identity services, such as single sign-on (SSO)?

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

**Answer: A ([LEAVE A REPLY](#))**

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. References:

[https://help.salesforce.com/s/articleView?id=sf.users\\_license\\_types\\_available.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.users_license_types_available.htm&type=5)

### **NEW QUESTION: 83**

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:** ([SHOW ANSWER](#))

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. References:<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-st>

#### **NEW QUESTION: 84**

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** ([LEAVE A REPLY](#))

Explanation

The business analyst's role during UAT is to coordinate stakeholder participation and notify the team when scenarios fail so IT can solve potential problems prior to go live. The business analyst is responsible for facilitating UAT by ensuring that all stakeholders are involved and engaged in testing the solution according to their roles and responsibilities. The business analyst is also responsible for monitoring and reporting on UAT progress and results by tracking any issues or bugs that are detected during testing and communicating them to the IT team for resolution. The business analyst's role during UAT is to ensure that the solution meets the requirements and expectations of all stakeholders before it is deployed to production. References:  
<https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/learn-about-user-acceptance>

#### **NEW QUESTION: 85**

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

**Answer:** ([SHOW ANSWER](#))

### **NEW QUESTION: 86**

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:** ([SHOW ANSWER](#))

The business analyst should monitor the Lightning Usage App to address the concern of sales leadership about the limited adoption of Salesforce at Cloud Kicks. The Lightning Usage App is a tool that tracks and reports on how users are engaging with Salesforce in Lightning Experience. The Lightning Usage App can help measure and improve user adoption by showing metrics such as daily and monthly active users, usage by browser and device type, usage by profile and permission set, feature adoption, performance, and feedback.

The business analyst should monitor the Lightning Usage App to identify trends, patterns, issues, or opportunities related to user adoption and take actions accordingly. Running the Lightning page layout is not an action that the business analyst should take to address the concern of sales leadership about the limited adoption of Salesforce at Cloud Kicks. Running the Lightning page layout is a process that optimizes a page layout for Lightning Experience by removing unsupported components, adding supported components, and rearranging components based on best practices. Running the Lightning page layout can help improve user experience and satisfaction but does not measure or improve user adoption directly. Enabling Debug Logs is not an action that the business analyst should take to address the concern of sales leadership about the limited adoption of Salesforce at Cloud Kicks. Enabling Debug Logs is a process that captures information about database operations, system processes, and errors that occur when executing a transaction or running unit tests.

Enabling Debug Logs can help troubleshoot issues and errors but does not measure or improve user adoption directly. References:

<https://trailhead.salesforce.com/en/content/learn/modules/lightning-experience-rollout/lightning-experience-rollo>

### **NEW QUESTION: 87**

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

What should the business analyst do to gain the end users' cooperation?

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

**Answer: C (LEAVE A REPLY)**

Explanation

The best way for a business analyst to gain the end users' cooperation is to identify key stakeholders and develop relationships with them as a trusted advisor; involve stakeholders and end users in the design of the new solution; and act as a liaison between business and technical teams. This will help them understand their needs and expectations, demonstrate value and benefits, and facilitate communication and feedback.

Responding to end users with empathy and accommodate their needs; translating the end users' needs into technical requirements; and delivering the project to the developers to implement the solution may be too reactive or passive without addressing the root causes of resistance or ensuring alignment. Using an assertive influencing style; demonstrating authority and expertise; outlining the project objectives; and making sure end users know that the decision has been made and the time to make changes has passed may be too aggressive or authoritative without building trust or rapport.

References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/>

### **NEW QUESTION: 88**

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 (LEAVE A REPLY)**

Explanation

The business analyst should identify dependent components to help with prioritization of user stories to add to an sprint. Dependent components are components that rely on or affect other components in an application or system. Identifying dependent components can help determine which user stories are more critical, complex, risky, or interrelated than others and prioritize them accordingly. Identifying dependent components can also help avoid conflicts, errors, or delays caused by missing or incompatible components when developing or deploying user stories. Verifying acceptance criteria is not an action that the business analyst should take to help with prioritization of user stories to add to an sprint. Verifying acceptance criteria is a process that checks whether a user story meets its conditions or requirements for being done or acceptable. Verifying acceptance criteria can help validate and test user stories but does not help prioritize them based on their importance or urgency. Deleting the definition of done is not an action that the business analyst should take to help with prioritization of user stories to add to an sprint. Deleting the definition of done is a process that removes the criteria or standards that indicate when a user story is completed and ready for deployment. Deleting the definition of done can reduce quality and consistency of user stories but does not help prioritize them based on their importance or urgency. References:<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-pr>

### **NEW QUESTION: 89**

The Salesforce project team at Cloud Kicks is about to start a project that crosses sales and service teams. The business analyst (BA) has been tasked with writing user stories with the teams in a workshop.

What should the BA keep in mind during the process?

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

**Answer: (SHOW ANSWER)**

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. References:

<https://trailhead.salesforce.com/content/learn/modules/user-story-creation/learn-about-user-stories>

### NEW QUESTION: 90

Management at Cloud Kicks has asked a business analyst (BA) to gain alignment from a group of people to determine what is in scope and out of scope on a Salesforce project.

Which group should the BA include early in the scoping process?

- A. Personas
- B. Stakeholders
- C. Scrum team

**Answer:** ([SHOW ANSWER](#))

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. References:

<https://trailhead.salesforce.com/content/learn/modules>

[/salesforce-business-analyst-certification-prep/project-initiation](https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/project-initiation)

### NEW QUESTION: 91

A business analyst (BA) at Northern Trail Outfitters (NTO) is assigned to a project to help revamp n process.

The current process used by the sales team is different than the process outlined in NTO's documentation.

Which step should the BA take first?

- A. Create an Entity Relationship Diagram (ERD) of the current state.
- B. Meet with stakeholders as a group to capture future requirements.
- C. Meet with stakeholders as a group to understand the current state.

**Answer:** C ([LEAVE A REPLY](#))

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### NEW QUESTION: 92

The project team is building a Sales Cloud implementation. The business analyst (BA) wants to make sure the solution meets the needs of the business. The BA needs to identify where user testing should occur and who should participate.

Which approach should the BA follow?

- A. Create a scratch org and give the development team access to it.
- B. Create a partial sandbox and give the VP of sales access to it.
- C. Create a full copy sandbox and give power users access to it

**Answer: C (LEAVE A REPLY)**

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. References: 1

<https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models/unders>

### NEW QUESTION: 93

A business analyst (BA) is working with stakeholders at Universal Containers to walk through a potential solution for the lead routing and qualification process. The solution will include automated and manual features.

Which artifact should help the BA illustrate the vision of a solution to stakeholders?

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

**Answer: (SHOW ANSWER)**

### NEW QUESTION: 94

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.

**Answer: C (LEAVE A REPLY)**

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.

References:<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use>

### **NEW QUESTION: 95**

A business analyst (BA) at Universal Containers had a meeting with sales and service reps to gather requirements around contact management for a new Salesforce implementation. A sales rep wants a place to capture the names of the contact's spouse and children to help build the relationship. The BA writes the following user story.

"As a user, I need to be able to record a contact's title and role as separate data points so I know who to address for various needs of the account." Who should be listed as the persona?

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

**Answer:** ([SHOW ANSWER](#))

### **NEW QUESTION: 96**

Cloud Kicks (CK) wants its sales team to use Sales Cloud to decrease its lead conversion time. The business analyst (BA) will analyze and break down CK's typical sales cycle.

How can process mapping help the BA get started on this project?

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

**Answer:** A ([LEAVE A REPLY](#))

This answer describes how process mapping can help the BA get started on this project of analyzing and breaking down CK's typical sales cycle. Process mapping is a technique that involves creating a visual representation of a business process, showing its inputs, outputs, steps, actions, decisions, roles, and dependencies. Process mapping can help the BA communicate and

understand how a process works in its current state, and identify areas for improvement or optimization. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-ma>

### **NEW QUESTION: 97**

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

Which best practice should the BA follow?

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

**Answer: C (LEAVE A REPLY)**

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. References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-discovery/plan-and-facilitate-discover>

### **NEW QUESTION: 98**

Should the following item be included in a UX Research Plan? Advanced Prototype

- A.** No
- B.** Yes

**Answer: A (LEAVE A REPLY)**

### **NEW QUESTION: 99**

The business analyst (BA) at Cloud Kicks has been interviewing customer service team members who use Service Cloud to understand the steps they take to complete their daily work. The BA is working on a solution to improve their productivity by identifying each step and documenting its purpose.

Which type of requirement documentation is the BA using in this scenario?

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

**Answer: A ([LEAVE A REPLY](#))**

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.

References:<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/>

#### **NEW QUESTION: 100**

The customer service director at Universal Containers wants a self-service portal for customers using Experience Cloud. The director has a limited budget and wants the solution delivered before the end of the quarter.

After assessing several potential options, which solution should the business analyst recommend?

- A. The solution with the lowest cost
- B. The solution with the fastest implementation time
- C. The solution with the highest business value

**Answer: ([SHOW ANSWER](#))**

When recommending a solution, especially under constraints such as a limited budget and tight timeline, the focus should be on delivering the highest business value. This approach ensures that the chosen solution effectively addresses the most critical needs of the business, providing significant benefits that justify the investment. While cost and implementation time are important considerations, the primary goal is to enhance customer service and satisfaction through the self-service portal, thereby achieving strategic business objectives. Selecting the option that offers the most substantial impact on service quality and customer experience, even if it's not the cheapest or quickest, will provide long-term benefits to the organization.

#### **NEW QUESTION: 101**

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

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

**Answer: ([SHOW ANSWER](#))**

## 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.

References:[https://help.salesforce.com/s/articleView?id=sf.data\\_sandbox\\_manage.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.data_sandbox_manage.htm&type=5)

### **NEW QUESTION: 102**

A business analyst (BA) is reviewing the risks associated with a proposed solution leveraging Cases and Support Queues, and the effect that those risks might have on the project timeline. Which type of analysis is the BA performing?

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

**Answer: B (LEAVE A REPLY)**

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.

References:

\* <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/pe>

\* <https://www.iiba.org/standards-and-resources/babok/strategy-analysis/>

### **NEW QUESTION: 103**

The data science team at Universal Containers (UC) has been asked to analyze the sales team's data within Salesforce. Early in their research, the data science team discovered concerns about data quality. UC has brought in a business analyst (BA) to help address the concern.

What should the BA focus on doing first during the initial discovery phase?

- A. Shadow the sales team to observe process for entering data into Accounts and Opportunities.
- B. Meet with the executive leadership team to accurately understand the business need.
- C. Understand and document the data quality issues reported by the data science team.

**Answer: C (LEAVE A REPLY)**

The first step that the business analyst should take during the initial discovery phase is to understand and document the data quality issues reported by the data science team. Data quality issues are problems or errors that affect the accuracy, completeness, consistency, timeliness, or validity of data in a system or database. Data quality issues can negatively affect the analysis, reporting, decision making, or performance of a system or solution. The business analyst should understand and document the data quality issues reported by the data science team by asking questions, reviewing data samples, identifying root causes, and measuring impacts.

Understanding and documenting the data quality issues helps to define and prioritize the business problem or need, as well as propose and evaluate potential solutions. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-di>

### **NEW QUESTION: 104**

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.** User story
- C.** Use case

**Answer: B** ([LEAVE A REPLY](#))

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. References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories>

### **NEW QUESTION: 105**

Universal Container wants to build a Salesforce application to manage its recruitment lifecycle. The project lead wants to identify the key recruitment steps and stakeholders in a visual format.

What should the business analyst do to meet the requirement?

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

**Answer: A** ([LEAVE A REPLY](#))

The best tool for identifying the key recruitment steps and stakeholders in a visual format is to map the business process. Business process mapping is a technique that helps to create a visual representation of a business process. It shows the steps, inputs, outputs, roles, and decisions involved in the process. Business process mapping helps to understand the current state of the process, identify areas for improvement, and design the future state of the process. A BA should use business process mapping to identify the key recruitment steps and stakeholders for the Salesforce application. References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/understand-process>

### NEW QUESTION: 106

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

Answer: ([SHOW ANSWER](#))

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### NEW QUESTION: 107

A group of business analysts (BA) at Universal Containers have been working with different teams of stakeholders on eliciting requirements for a new Salesforce app. The BAs have gathered and documented all of the information in a central location. Upon review of the requirements, the BAs discovered that changes made to the documentation were overwritten by each other, and they will lose time recapturing them.

What should the BAs do differently to prevent this error from happening?

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

Answer: C ([LEAVE A REPLY](#))

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.

References:<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/>

### **NEW QUESTION: 108**

The business analyst (BA) implementing Salesforce at Cloud Kicks is interacting with many different people throughout the company. Some of the subject matter experts (SMEs) are difficult to engage, and the BA is struggling to get the information they need.

What should the BA do when they find it difficult to get a response?

- A.** Put extra effort into following up with the SMEs.
- B.** Limit effort to contact the unresponsive SMEs.
- C.** Escalate the concern to the SMEs' manager.

**Answer: C (LEAVE A REPLY)**

When a business analyst finds it difficult to get a response from a subject matter expert (SME), they should escalate the concern to the SMEs' manager. This is because the SMEs' manager can help to prioritize the project, provide feedback, and ensure accountability. The business analyst should also document the communication attempts and issues, and keep the project sponsor and other stakeholders informed of the status and risks. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboratio>

### **NEW QUESTION: 109**

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

**Answer: (SHOW ANSWER)**

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. References:  
<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-pro>

### **NEW QUESTION: 110**

Cloud Kicks (CK) recently decided to transition its business from spreadsheets to a Salesforce solution. CK leaders are excited about the capabilities of Salesforce. Each leader has different ideas about how the platform should be implemented. CK has hired a business analyst (BA) to help define and manage the implementation.

What should the BA do in the first discovery meeting with stakeholders?

- A.** Collaborate with stakeholders to examine and define CK's purpose, customers, metrics, and overall business to inform project direction and vision.
- B.** Discuss and document specific pain points in existing processes to inform future project requirements.
- C.** Preview potential Salesforce solutions and collect feedback from stakeholders on each option to inform the direction of the project.

**Answer:** ([SHOW ANSWER](#))

### **NEW QUESTION: 111**

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** ([LEAVE A REPLY](#))

### **NEW QUESTION: 112**

Northern Trail Outfitter is eliciting feedback from a small number of key stakeholders within the organization for improvements to the current opportunity pipeline process. One of the stakeholders has a tendency to dominate the conversation which takes the group off topic and interfaces with meeting the objective.

How should the business analyst collaborate with the key stakeholder's?

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

**Answer:** **A** ([LEAVE A REPLY](#))

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. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery>

### **NEW QUESTION: 113**

A cloud Kicks business analyst (BA) is conducting user interviews with the support team as part of a migration to Salesforce. Several 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. Bring the requirement to the product owner's attention.
- C. verify the requirement with the security team.

**Answer: C** ([LEAVE A REPLY](#))

### **NEW QUESTION: 114**

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

Which element should the BA choose to define the intended results?

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

**Answer: (**[SHOW ANSWER](#)**)**

This answer chooses user stories as the element that the BA should use to define the intended results of the work based on stakeholder needs. User stories are short and simple descriptions of a feature or a functionality from the perspective of an end user or a stakeholder. User stories can help the BA define what stakeholders want to accomplish, why they want to accomplish it, and how they will measure success. User stories can also help the development and implementation teams to plan product decisions based on stakeholder value.

References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look>

[/use-user-stories-to-capture-requirements](#)

### NEW QUESTION: 115

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

What should the business analyst do to gain the end users' cooperation?

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

**Answer: B** ([LEAVE A REPLY](#))

### NEW QUESTION: 116

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

**Answer: C** ([LEAVE A REPLY](#))

### NEW QUESTION: 117

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

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 118**

Universal Containers is transitioning to Slack as its internal communication tool and is ready to release.

What is the final step that a business analyst should perform during the user acceptance testing process that would ensure a "go" decision?

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

**Answer: B (LEAVE A REPLY)**

The final step that a business analyst should perform during the user acceptance testing process that would ensure a "go" decision is to get written sign-off from all business stakeholders. Written sign-off means obtaining formal approval or confirmation from the business stakeholders that the system or solution meets their requirements or expectations and is ready to be released to production. Written sign-off helps to ensure a "go" decision by demonstrating that the system or solution has passed all the tests or validations, as well as resolving any issues or risks that may prevent the release. Written sign-off also helps to document and communicate the completion and acceptance of the user acceptance testing process. References:

<https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/learn-about-user-acceptance-testing>

**NEW QUESTION: 119**

A business analysis (BA) is creating a business flowchart to review with a customer service team that is using Service Cloud. The team is organized by the products and the regions they support.

Which step should the BA include in the business flowchart?

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

**Answer: (SHOW ANSWER)**

Explanation

The step that the BA should include in the business flowchart is to capture decision steps and different outcomes. Decision steps are points in the process where a choice or condition needs to be evaluated, and different outcomes are possible depending on the result of the evaluation. Capturing decision steps and different outcomes helps to show the logic and flow of the process, and account for different scenarios or exceptions that may occur. The other options are either irrelevant or incomplete. Option B does not relate to the business flowchart, but rather to the data model or integration design. Option C does not specify what limits to set or how to document them.

References:<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/create-a>

### NEW QUESTION: 120

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.

**Answer: C (LEAVE A REPLY)**

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. References:

<https://trailhead.salesforce.com/en>

</content/learn/modules/salesforce-business-analyst-quick-look/use-shadowing-to-understand-your-users>

### NEW QUESTION: 121

From where can an Admin unlock a user?

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

**Answer: B (LEAVE A REPLY)**

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.

References:[https://help.salesforce.com/s/articleView?id=sf.users\\_unlock.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.users_unlock.htm&type=5)

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**NEW QUESTION: 122**

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 20% 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 (LEAVE A REPLY)**

This answer provides an example of effective acceptance criteria for the scenario of creating an approval process on contract submissions. Acceptance criteria are statements that define the conditions that a solution must meet to be accepted by the stakeholders or users. Acceptance criteria should be clear, concise, testable, and measurable. This answer meets these criteria by stating what a sales manager wants to do (be notified, approve or decline), when they want to do it (when a contract has been submitted with a discount greater than 20%), and how they can verify it (a discounted price). References:

<https://trailhead.salesforce.com/en/content>

[/learn/modules/salesforce-business-analyst-certification-prep/prepare-for-the-salesforce-business-analyst-certification-exam](#)

**NEW QUESTION: 123**

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 (LEAVE A REPLY)**

When a business analyst discovers that different teams have different needs or preferences for using Salesforce fields, they should refine the requirements to accommodate both teams. This is because deleting fields that are actively used by another team could cause data loss, errors, or

inefficiencies in their processes. The business analyst should work with both teams to understand their use cases, data models, workflows, reports, dashboards, integrations, security settings, etc., and find ways to customize Salesforce fields that meet both teams' needs without compromising data quality or performance. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/requirement>

### NEW QUESTION: 124

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

**Answer:** ([SHOW ANSWER](#))

### NEW QUESTION: 125

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 ([LEAVE A REPLY](#))

The business analyst should include a high-level description of required functionality in the requirements for Sales Cloud implementation. A high-level description of required functionality is a brief and general statement that describes what a system or solution must do or provide to meet a business need or goal. A high-level description of required functionality helps to capture and communicate the scope and value of a requirement or feature. The business analyst should include a high-level description of required functionality in the requirements for Sales Cloud implementation by using clear and concise language, avoiding technical jargon or details, and focusing on outcomes rather than solutions. References: <https://trailhead.salesforce.com>

**NEW QUESTION: 126**

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: (SHOW ANSWER)**

**NEW QUESTION: 127**

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

**Answer: B (LEAVE A REPLY)**

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