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Salesforce Certified Business Analyst Sample Questions (Q37-Q42):

NEW QUESTION # 37

Northern Trail Outfitters (NTO) has noticed that many customers are posting to social media about issues they are having with a new product. The services team is looking for easy ways to engage with these customers and resolve their complaints. During the first discovery meeting of the project, the business analyst (BA) hears that the VP of services and support wants to implement Omni-

Channel for NTO's Service Cloud.

What should the BA do first to ensure the ongoing success of the project?

- A. Configure a proof-of-concept demo within a sandbox environment to show the pros and cons of the requested solution.
- **B. Encourage the project stakeholders to think of various ways to solve cases different before deciding on a specific solution.**
- C. Produce a gap analysis document that will show the ways the requested solution can solve the limitations of NTO's current system.

Answer: B

Explanation:

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

NEW QUESTION # 38

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

Answer: C

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-testing>

NEW QUESTION # 39

A business analyst has been tasked with leading prototype efforts for a Salesforce project.

What is a prototype?

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

Answer: C

NEW QUESTION # 40

When customers have had an issue making an online purchase on the Northern Trail Outfitters (NTO) website, they submitted feedback about the quality of the service provided by the support team. NTO has listened to its customers and wants to make improvements.

How should the business analyst guide the conversation with stakeholders to identify meaningful process improvements?

- A. Review support team feedback survey results with stakeholders.
- B. Analyze CSAT numbers with stakeholders to identify major pain points.
- **C. Facilitate workshops with stakeholders to understand priorities.**

Answer: C

Explanation:

Facilitating workshops is the best way to guide conversations and identify meaningful process improvements:

Stakeholder Engagement: Workshops bring together diverse perspectives, enabling stakeholders to share insights and prioritize issues based on their impact and feasibility.

Interactive Problem-Solving: Salesforce's business analysis methodology recommends workshops as an effective way to identify root causes and collaboratively develop solutions.

Prioritization: The collaborative format helps stakeholders focus on key pain points and align on process improvements that deliver the most significant value.

NEW QUESTION # 41

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

Answer: A

Explanation:

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 # 42

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