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>> **BA-201 Exam Details** <<

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Salesforce Certified Business Analyst Sample Questions (Q263-Q268):

NEW QUESTION # 263

Cloud Kicks (CK) is planning a project to optimize its lead to cash process. CK needs someone to analyze data and draw business insights, understand business processes, and guide the business to the best implementation for the project. Which role does CK need?

- A. Solution Architect
- B. Salesforce Administrator
- **C. Business Analyst**

Answer: C

Explanation:

The role of the Business Analyst aligns with CK's needs for analyzing data, understanding business processes, and guiding implementation:

Core Responsibilities: A BA bridges the gap between business needs and technical solutions, ensuring optimal process improvements like the lead-to-cash process.

Salesforce Role Expectations: Salesforce BAs are trained to analyze data, document processes, and recommend best practices for implementations.

Collaborative Approach: A BA works closely with stakeholders, solution architects, and administrators to ensure successful project delivery.

NEW QUESTION # 264

A business analyst is gathering requirements for an automation that triggers tasks when an opportunity status changes. The requirement is that the system must alert the finance team when an opportunity is won. What is an example of a well-written user story in this scenario?

- A. As an opportunity is won, task must be created for the finance team to set up a billing account and update the account the account number.
- **B. As a finance team member, I need to know when an opportunity is won that I can set up a billing account and update the account number.**
- C. As the system, it need to alert the finance team when an opportunity is won so they can set up a billing account and update the account number.

Answer: B

Explanation:

This user story follows best practices in user story writing by addressing the "Who, What, and Why":

Clear Perspective: The story is written from the perspective of the finance team member, ensuring the user's role and need are well-defined.

Action and Value: The "what" (setting up a billing account) and "why" (to support the opportunity won) are included, ensuring clarity and alignment with business goals.

Salesforce Guidance: Salesforce recommends framing user stories to reflect specific user needs, making the story actionable and valuable for the development team.

NEW QUESTION # 265

Universal Containers is in the planning phase of a Salesforce project that will transform its retail locations.

The implementation team has had a difficult time determining the priorities and requirements of previous projects from people who would be directly impacted by the solution under consideration.

Which type of analysis should the business analyst recommend to ensure the implementation team avoids this challenge on the current project?

- A. Enterprise analysis
- B. Persona analysis
- **C. Stakeholder analysis**

Answer: C

Explanation:

The type of analysis that the BA should recommend to ensure the implementation team avoids this challenge on the current project is stakeholder analysis. Stakeholder analysis is a technique that helps to identify and understand the people who are affected by or

involved in a project, and their needs, expectations, interests, influence, and attitudes towards the project. Stakeholder analysis helps to avoid missing or overlooking important stakeholders, and to plan appropriate communication and engagement strategies for each stakeholder group. The other options are either irrelevant or insufficient. Option A does not address the challenge of identifying and understanding stakeholders, but rather their behaviors and preferences. Option B does not address the challenge of identifying and understanding stakeholders, but rather their organizational context and environment. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-stakeholder-management/identify-stakeholders>

NEW QUESTION # 266

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

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

Answer: B

Explanation:

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

NEW QUESTION # 267

A business analyst (BA) discovers that universal Containers automated case assignments in Service Cloud.

UC uses case assignment rules to route cases to predefined team. The UC leadership team wants to improve how cases are routed. What should the BA recommend to help resolve a common obstacle?

- **A. Document the current case assignment process.**
- B. Minimize case escalations to reduce time to resolution.
- C. Migrate from case assignment rules to Omni-Channel.

Answer: A

Explanation:

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

References: <https://trailhead.salesforce.com/en/content/learn/modules/service-cloud-agent-productivity/service-cloud-agent-productivity-omni-channel>

NEW QUESTION # 268

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