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## Salesforce Certified Business Analyst Exam Sample Questions (Q255-Q260):

NEW QUESTION # 255

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

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

**Answer: B**

Explanation:

The lead BA should tell the junior BAs to include who, what, and why in a user story. Who, what, and why are the essential elements of a user story that define who is requesting a feature or functionality (the user or persona), what they want to achieve or accomplish (the goal or value), and why they want it (the reason or benefit). A user story should include who, what, and why because it helps to:

Clarify the scope, functionality, and quality of the user story

Provide a basis for testing and validating the work done

Ensure that it meets the user's needs and expectations The other options are either incorrect or irrelevant.

Option A is incorrect because V2MOM is a structure that defines an organization's vision, values, methods, obstacles, and measures, not a user story. Option C is incorrect because technical details are not part of a user story, but rather part of acceptance criteria or design specifications. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories>

#### NEW QUESTION # 256

The business analyst (BA) at Universal Containers needs to gather information for their project including the steps a user takes to accomplish a goal, challenges a user faces, people the user interacts with, applications they use to complete the steps, and their level of morale as they move through the process.

Which elicitation technique should the BA use?

- **A. journey Mapping**
- B. Focus Groups
- C. Survey /Questionnaire

**Answer: A**

Explanation:

The elicitation technique that the business analyst should use to gather information about the steps a user takes to accomplish a goal, challenges a user faces, people the user interacts with, applications they use to complete the steps, and their level of morale as they move through the process is journey mapping. Journey mapping is a technique that creates a visual representation of a user's experience with a product or service over time. It can help the business analyst understand how a user interacts with a product or service across different touchpoints or stages, what pain points or obstacles they encounter, what emotions or feelings they have, etc. Survey/Questionnaire is an elicitation technique that collects quantitative or qualitative data from a large number of stakeholders using predefined questions or scales. It can help the business analyst measure stakeholder satisfaction, preferences, or feedback, but not capture the details or nuances of their experience.

#### NEW QUESTION # 257

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

**Answer: A**

Explanation:

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 # 258

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 "I" component of the INVEST checklist to make a good user story from this requirement?

- A. As a finance user, I want to know how long it takes to assemble a container so I can accurately report on container profitability.
- B. As a finance user I want a Timesheet object implemented 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: A**

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-stories>

#### NEW QUESTION # 259

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

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

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

**Answer: C**

#### NEW QUESTION # 260

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