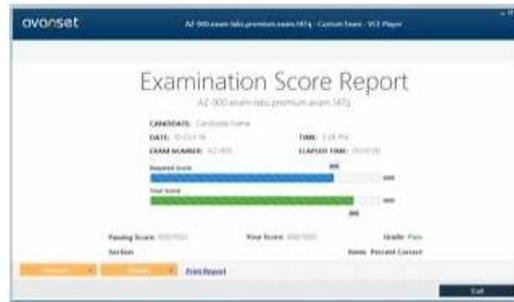


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## Salesforce Certified Business Analyst Exam Sample Questions (Q164-Q169):

### NEW QUESTION # 164

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. Demo the end-to-end solution from the NA implementation.
- B. Share individual user stories from the NA implementation.
- C. Review the capability model from the NA Implementation.

**Answer: C**

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

### NEW QUESTION # 165

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

**Answer: C**

Explanation:

Explanation

The mistake that the business analyst made when writing this user story was that the story included feature-specific language rather than focusing on what needs to be achieved by implementing this feature or functionality. For example, specifying that "a customer service representative wants to use Salesforce Macros" implies a particular design choice rather than describing what outcome should be achieved by reducing the time spent on each case (such as automating repetitive tasks or streamlining workflows). User stories 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. User stories should also be small and testable so that they can be easily verified by using techniques such as scenarios or test cases. The incorrect personawas not used in the story because customer service representative is a valid user role or persona who will benefit from this feature or functionality. The story explained the value to the user rather than focusing on what needs to be achieved by implementing this feature or functionality because reducing the time spent on each case is a benefit or value that the customer service representative will get from this feature or functionality.

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

### NEW QUESTION # 166

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

When the BA wrote the initial user stories, what was the likely cause of the issue?

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

**Answer: A**

Explanation:

The likely cause of the issue was that the project team failed to discuss the user stories as a group before writing them. This could

lead to misunderstandings, misalignment, or missing information among the stakeholders and the business analyst. The best practice for writing user stories is to collaborate with all relevant stakeholders and use techniques such as brainstorming, story mapping, or story splitting to elicit and prioritize user needs. The user stories should also be validated and reviewed by all stakeholders before finalizing them. The user stories focusing on well-defined personas is not a likely cause of the issue because personas are useful tools to represent different types of users and their goals, needs, and pain points. The acceptance criteria of the user stories being too specific is not a likely cause of the issue because acceptance criteria are statements that define how to verify that a user story is completed and meets the user's expectations. References: 1  
<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-sto>

#### NEW QUESTION # 167

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

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

**Answer: B**

Explanation:

The analysis that a BA should perform is strategy analysis. Strategy analysis is a technique that helps to understand the business context and environment of an organization, its vision and goals, its strengths and weaknesses, its opportunities and threats, its capabilities and resources, and its stakeholders and competitors. Strategy analysis helps to identify the business problems or needs that need to be addressed, evaluate potential solutions or options that can address them, and align them with the business strategy and objectives. In this case, CK faces challenges with accurate reporting and metrics to use when scheduling service agent shifts. A BA should perform strategy analysis to understand CK's business context and environment, identify the root causes of the challenges, evaluate potential solutions or options that can solve them in Salesforce, and align them with CK's business strategy and objectives. References:  
<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-strategy-analysis/understand-strategy-analysis>

#### NEW QUESTION # 168

Northern Trail Outfitters is starting a project to implement Service Cloud for the customer service department.  
Which activity should be handled by a business analyst assigned to this project?

- A. Work with Salesforce to purchase the necessary licenses.
- **B. Understand current business processes and document existing functionality.**
- C. Manage existing Salesforce applications and activities.

**Answer: B**

Explanation:

Explanation

A business analyst assigned to a Service Cloud project should understand the current business processes and document the existing functionality of the customer service department. This will help them identify the gaps, pain points, and opportunities for improvement. Working with Salesforce to purchase the necessary licenses is a task for the project manager or sponsor. Managing existing Salesforce applications and activities is a task for the administrator or developer. References:  
<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-di>

#### NEW QUESTION # 169

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