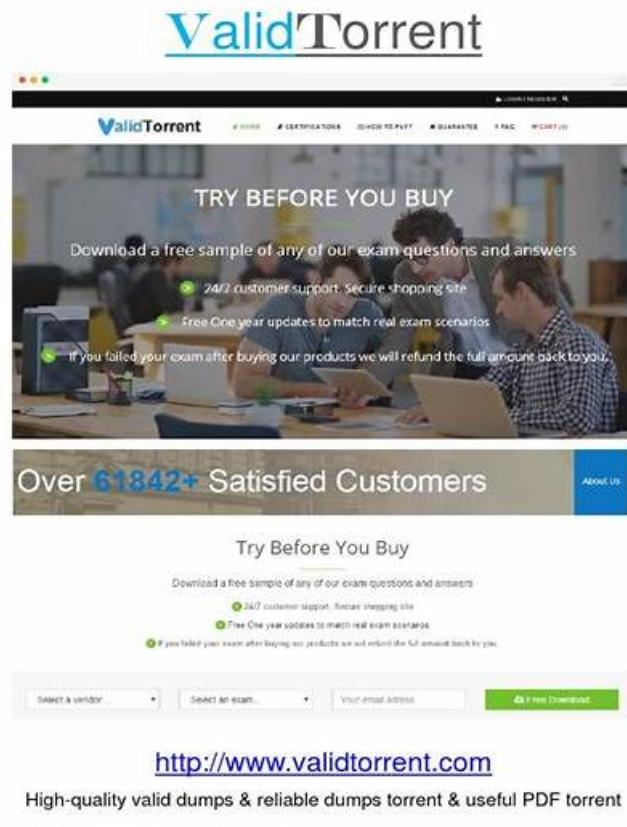


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Salesforce Certified Business Analyst Sample Questions (Q43-Q48):

NEW QUESTION # 43

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. Manage existing Salesforce applications and activities.
- C. **Understand current business processes and document existing functionality.**

Answer: C

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

NEW QUESTION # 44

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 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.
- B. **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.**
- 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: B

Explanation:

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-mapping-to-understand-your-business>

NEW QUESTION # 45

The business analyst is auditing data access by documenting Field-level Security on the Account object in Salesforce.

How do end users participate as stakeholders in data Governance?

- A. They export their data back it up locally.
- B. They implement their data entry workarounds in the system
- C. **They provide valuable feedback on how they use data.**

Answer: C

Explanation:

One way that end users participate as stakeholders in data governance is by providing valuable feedback on how they use data. Data governance is a set of policies and practices that ensure data quality, security, accessibility, usability, and compliance throughout an organization. End users are important stakeholders in data governance because they are the ones who create, consume, update, delete, or share data on a daily basis.

End users can provide valuable feedback on how they use data for their tasks or goals, what data they need or don't need, what

challenges or issues they face with data quality or availability, what suggestions they have for improving data processes or systems, etc.

NEW QUESTION # 46

The business analyst (BA) for Cloud Kicks' new Experience Cloud project needs to research behavioral differences across its customers. The BA must identify which behaviors unify customers so that the development team can use these behavioral nuances to anchor their app design.

What is the output of the BA's research?

- A. Archetypes
- **B. Personas**
- C. Characters

Answer: B

Explanation:

Personas are the standard output for capturing behavioral differences and unifying traits among customers:

Definition of Personas: Personas are fictional representations of customer segments based on behavior, goals, and pain points.

Salesforce emphasizes personas as a key deliverable to guide user-centric design in projects like Experience Cloud.

Role in Development: Personas help the development team design and anchor app functionality to meet user needs effectively, ensuring the solution is tailored to the real-world behavior of the target audience.

Alignment with Best Practices: Salesforce projects encourage the creation of personas during the discovery phase to align features and workflows with user expectations, driving engagement and satisfaction.

By delivering personas, the BA ensures the project team has a clear understanding of customer behavior to inform design decisions.

NEW QUESTION # 47

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

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 # 48

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