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## BA-201 Valid Exam Answers & BA-201 Exam PDF

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## Salesforce Certified Business Analyst Sample Questions (Q120-Q125):

### NEW QUESTION # 120

A Salesforce business analyst (BA) has recently joined a new project to improve the Sales Cloud implementation at Cloud Kicks. The BA wants to quickly introduce new functionality to impress the customer. Which action should the BA take?

- A. Scope the development of an integration with enterprise resource planning (ERP)
- B. Update the page layouts to show the most relevant information at the top.
- C. Demo standard features and elicit feedback from the customer.

**Answer: C**

Explanation:

The action that the business analyst should take to quickly introduce new functionality to impress the customer is to demo standard features and elicit feedback from the customer. Demoing standard features means showing the customer how Sales Cloud can provide out-of-the-box functionality that meets their needs or expectations without requiring extensive customization or development. Eliciting feedback means asking the customer for their opinions or suggestions on how Sales Cloud can improve their sales process or performance. Demoing standard features and eliciting feedback helps to quickly introduce new functionality to impress the customer by demonstrating the value and benefits of Sales Cloud, as well as engaging and involving the customer in the solution design and delivery. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery>

### NEW QUESTION # 121

The business analyst (BA) at Universal Containers has been capturing the requirements for a major Sales Cloud release. An admin has been deploying the resulting system changes. The quality assurance (QA) team has run into challenges when testing the changes. The BA is unaware of deployment and testing challenges. What should the BA do to resolve these challenges with the release team?

- A. Provide detailed test cases to validate the functional requirements
- B. Associate each set of metadata -changes to the corresponding user story.
- C. Involve the stakeholders in the business requirements gathering sessions.

**Answer: B**

Explanation:

This answer states that associating each set of metadata changes to the corresponding user story is what the BA should do to resolve these challenges with the release team. Metadata changes are modifications to the configuration or customization of Salesforce, such as fields, objects, layouts, workflows, or apex code.

Associating each set of metadata changes to the corresponding user story can help to track and manage the changes, and link them to the business requirements and acceptance criteria. This can also help to improve the communication and collaboration between the BA, the admin, and the QA team, and avoid any confusion or errors during deployment and testing. References:

<https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models>

### NEW QUESTION # 122

A business analyst (BA) at Universal Containers had a meeting with sales and service reps to gather requirements around contact management for a new Salesforce implementation. A sales rep wants a place to capture the names of the contact's spouse and children to help build the relationship. The BA writes the following user story.

"As a user, I need to be able to record a contact's title and role as separate data points so I know who to address for various needs of the account." Who should be listed as the persona?

- A. Service rep
- B. Sales rep
- C. Contact

**Answer: B**

Explanation:

The persona that should be listed in this user story is sales rep. A persona is a fictional representation of a user role or group who will benefit from a feature or functionality. It helps describe who the user is, what they want or need, and why they want or need it. The persona should be specific enough to capture the characteristics and goals of the user group, but not too specific that it excludes other potential users. The persona that should be listed in this user story is sales rep because they are the ones who want to capture the names of the contact's spouse and children to help build the relationship. Contact is not a persona that should be listed in this user story because they are not the ones who will use or benefit from this feature or functionality. They are the object of the feature or functionality, not the subject. Service rep is not a persona that should be listed in this user story because they are not the ones who want or need this feature or functionality. They may have different goals or expectations than sales reps when it comes to contact management. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories>

### NEW QUESTION # 123

Universal Containers (UC) has decided to implement Salesforce and has assigned a business analyst (BA) to write user stories for the project. The BA plans to meet customer to their experience in their own words.

Which type of research should the BA use to elicit user stories from UC's customers?

- A. Interviewing
- B. Shadowing
- C. Behavioral

**Answer: A**

Explanation:

The type of research that the business analyst should use to elicit user stories from UC's customers is interviewing. Interviewing is a technique that involves asking open-ended questions to stakeholders or users to gather information and feedback about their needs, expectations, preferences, pain points, goals, etc.

Interviewing helps to elicit user stories from UC's customers by allowing them to express their opinions and experiences in their own words, as well as clarifying any doubts or ambiguities. Interviewing also helps to build rapport and trust with the customers and show them respect and appreciation for their input. References:

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

### NEW QUESTION # 124

The business analyst (BA) working with the contract renewal team at Cloud Kicks has mapped out its current renewal process, the BA has noted where representatives are inputting contract information from PDF document which is introducing errors and inaccurate data into Salesforce.

Which type of inefficiency is happening during this step in the process?

- A. Manual effort
- B. Duplication
- C. Avoidance

**Answer: A**

Explanation:

The type of inefficiency that is happening during this step in the process is manual effort. Manual effort is a type of inefficiency that occurs when a task or activity requires human intervention or input that could be automated or eliminated. Manual effort can lead to errors, delays, inconsistencies, or redundancies in the process. In this case, the representatives are inputting contract information from PDF documents into Salesforce manually, which introduces errors and inaccurate data into Salesforce. References:

<https://trailhead>.

[salesforce.com/en/content/learn/modules/business-analysis-process-mapping/identify-inefficiencies-in-a-process](https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/identify-inefficiencies-in-a-process)

### NEW QUESTION # 125

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