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Salesforce Certified Business Analyst Sample Questions (Q79-Q84):

NEW QUESTION # 79

Universal Containers (UC) wants to overhaul its Service Cloud implementation and has hired a consulting company to help drive requirements. In an effort to gain more information about the project, the business analyst (BA) has begun to review UC's structure to understand the functions of each department, how departments interact, and who reports to whom within UC.

Which technique is the BA using?

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

Answer: C

Explanation:

The technique that the business analyst is using to understand UC's structure is stakeholder analysis.

Stakeholder analysis is a technique that involves identifying, analyzing, and engaging the individuals or groups who have an interest or influence in the project outcome, such as customers, users, sponsors, managers, team members, etc. Stakeholder analysis helps to understand the functions, interactions, and reporting relationships of each stakeholder group, as well as their needs, expectations, priorities, and concerns. Stakeholder analysis also helps to plan how to communicate, collaborate, and manage the stakeholders throughout the project lifecycle. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/stakeholder-management>

NEW QUESTION # 80

Northern Trail Outfitters has a large Salesforce org with sales, marketing, and billing teams pushing for the development of a large number of items in the backlog.

Which management process should the business analyst suggest to help the teams align on their competing priorities?

- **A. Vision, Values, Methods, Obstacles, and Measures (V2MOM)**
- B. Integrated Definition for Process Description Capture Method (IDEF3)
- C. Business Process Modeling Notation (BPMN)

Answer: A

Explanation:

The management process that the business analyst should suggest to help the teams align on their competing priorities is Vision, Values, Methods, Obstacles, and Measures (V2MOM). V2MOM is a framework that helps to define and communicate a shared vision and strategy for a project or organization. V2MOM stands for Vision (what you want to achieve), Values (what's important to you), Methods (how you will get it done), Obstacles (what might stand in your way), and Measures (how you will know when you're successful).

V2MOM helps to align teams on their common goals and priorities, as well as track their progress and results.

References: <https://trailhead.salesforce.com/content/learn/modules/v2mom-align-your-vision-and-values/v2mom-introduction>

NEW QUESTION # 81

During a project kick off for a multi-year transformational Sales Cloud project at Universal Containers, the business analyst (BA) heard the executive team discuss the challenges that the sales team is having with their legacy solution: opportunity funnel, data hygiene, and forecasting issues. However, the level of detail shared about the challenges was very limited.

What should the BA do next?

- A. Start writing epics and user stories that discuss the challenges mentioned.
- **B. Schedule a ride-along with the sales team to learn more about their goals.**
- C. Clone the features of the legacy solution within the new Sales Cloud org.

Answer: B

Explanation:

According to the Salesforce Business Analyst Certification Prep, the business analyst's role in customer discovery is to understand the current state, pain points, and goals of the customer. The BA should use various techniques, such as interviews, surveys, and ride-alongs, to gather information from the end users and stakeholders. A ride-along is a method of observing the users in their natural work environment and learning how they use the existing system. In this scenario, the BA should schedule a ride-along with the sales team to learn more about their goals and challenges with the legacy solution, rather than cloning the features or writing user stories without sufficient details. References: Cert Prep: Salesforce Business Analyst

NEW QUESTION # 82

The operations team at Universal Containers is developing a new inventory forecasting application available on its Experience Cloud site. Management wants to identify key external stakeholders to assist with determining project priorities. Which external stakeholders should the business analyst recommend?

- A. Governing bodies
- **B. Buyers and customers**
- C. Third-party vendors

Answer: B

Explanation:

For a project like developing a new inventory forecasting application on an Experience Cloud site, identifying key external stakeholders is critical for ensuring that the solution meets the end-users' needs. Buyers and customers are the primary users of such a platform and are directly impacted by its functionality and performance. Involving them in determining project priorities helps to align the development efforts with the actual market demand and user expectations, leading to a more successful and user-centric solution.

NEW QUESTION # 83

Northern Trail Outfitters (NTO) is a rapidly growing company that hired a business analyst (BA) to help revamp its sales and support processes. The stakeholder at NTO wants to understand the value of Application Lifecycle Management (ALM). What are benefits of ALM that the BA should share with the stakeholder?

- **A. ALM provides processes and policies which help build apps more efficiently.**
- B. ALM offers preview access to the three Salesforce Releases per year.
- C. ALM allows features to remain static and reduces incremental changes.

Answer: A

Explanation:

One of the benefits of ALM that the BA should share with the stakeholder is that ALM provides processes and policies which help build apps more efficiently. ALM is a framework that defines and manages the stages and activities involved in developing, testing, deploying, and maintaining software applications. ALM helps to:

Build apps more efficiently: ALM helps to streamline and standardize the development process, reduce errors and rework, improve collaboration and communication among team members and stakeholders, and ensure quality and consistency of the applications.

Align with business goals and needs: ALM helps to ensure that the applications meet the requirements and expectations of the users and stakeholders, deliver value and benefits to the business, and support the business strategy and objectives.

Adapt to changes and challenges: ALM helps to enable continuous feedback and improvement, incorporate new features and functionalities, address issues and risks, and leverage new technologies and innovations. The other options are either incorrect or irrelevant. Option B is incorrect because ALM does not offer preview access to the three Salesforce releases per year, but rather requires maintenance exams or modules to keep up with the releases. Option C is incorrect because ALM does not allow features to remain static and reduce incremental changes, but rather encourages iterative and agile development that embraces changes and enhancements. References: <https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models/understand-the-application-lifecycle>

NEW QUESTION # 84

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