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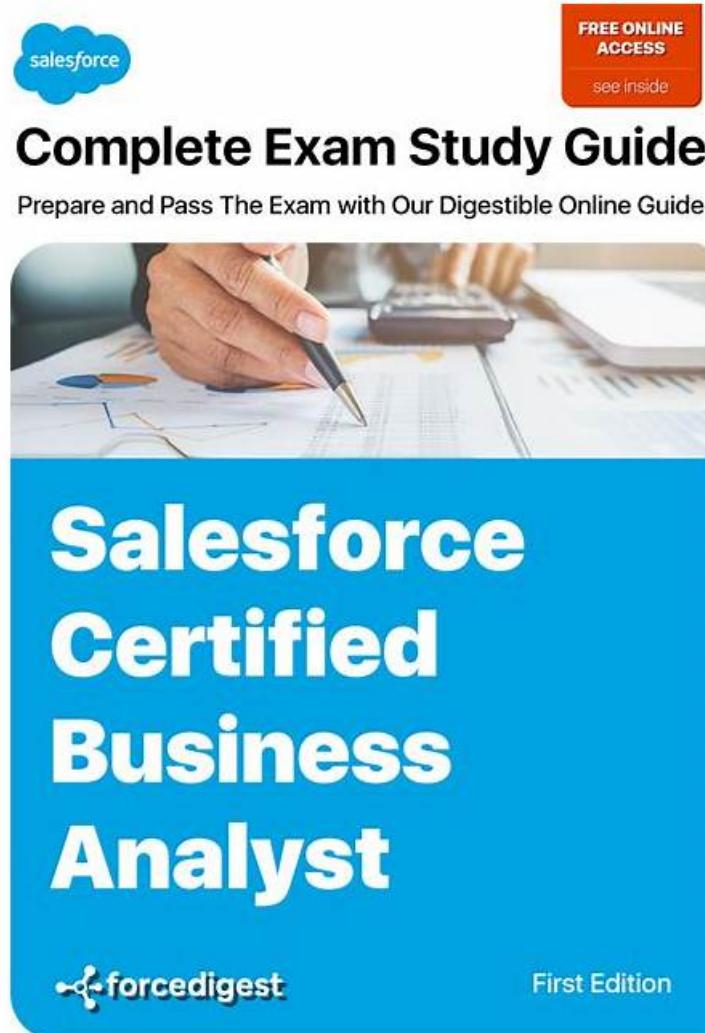
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Salesforce Certified Business Analyst Exam Sample Questions (Q115-Q120):

NEW QUESTION # 115
During a requirements workshop, the marketing team mentions they need help reporting on their marketing effort return on investment (ROI). They ask for a new field on the Opportunity object named "Customer Origin".
What should the business analyst do next?

- A. Ask follow-up questions to determine if standard Salesforce functionality around Leads, Campaigns, and Opportunities could meet this need.
- B. Explain to the customer that the workshop is focused on documenting requirements, rather than solutioning, and write down their pain points
- C. Write the user story: As a marketer, I need to track customer origin on Opportunity so that I can report on the ROI of our marketing efforts.

Answer: C

Explanation:
When the marketing team expresses a need for a new field to track ROI, the BA should explore existing Salesforce functionalities before customizing. Salesforce provides robust features around Leads, Campaigns, and Opportunities that can potentially track marketing efforts and their outcomes. By asking follow-up questions, the BA can understand the specific requirements and assess whether these can be met with standard features, which is often more efficient and sustainable than adding custom fields. This approach aligns with Salesforce best practices of leveraging out-of-the-box functionality to meet business needs, ensuring system simplicity and maintainability.

NEW QUESTION # 116
A business analyst is using storytelling to communicate the vision for a Salesforce solution to business stakeholders.
Which storytelling technique should the BA use in their initial demo of a solution to business stakeholders?

- A. Highlight a perspective from testing feedback that identifies bugs and pain points in their business challenges.
- B. Describe a perspective from the business requirements document that addresses architectural concerns based on their business challenges.
- C. Give a perspective from a relatable persona that shows the development team can solve their business challenges.

Answer: C

Explanation:
A business analyst should use storytelling to communicate the vision for a Salesforce solution to business stakeholders by giving a perspective from a relatable persona that shows how the development team can solve their business challenges. This will help them empathize with the user's needs and goals, and see how the solution will benefit them. Highlighting a perspective from testing feedback that identifies bugs and pain points in their business challenges may be discouraging or demotivating for the stakeholders. Describing a perspective from the business requirements document that addresses architectural concerns based on their business challenges may be too technical or abstract for the stakeholders. References: https://trailhead. salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with- stakeholders

NEW QUESTION # 117
Which of the salesforce app providers will be able to unlock a locked user with their phones?

- A. Android (Google Play)
- B. Only those that download the app from the App Exchange.

- C. iOS (App Store)
- D. All of them.

Answer: D

Explanation:
All of the salesforce app providers will be able to unlock a locked user with their phones. The Salesforce app is available for iOS (App Store), Android (Google Play), and Windows 10 devices, and it allows users to unlock themselves using biometric authentication or a verification code sent to their email or phone number.
References: https://help.salesforce.com/s/articleView?id=sf.mobile_app_unlock.htm&type=5

NEW QUESTION # 118

Cloud Kicks (CK) needs to integrate the industry standard due-diligence in its sales process to verify customers in Sales Cloud. CK asks the business analyst (BA) to identify which stage in the sales process the industry standard due-diligence should be embedded. What should the BA do to meet the requirement?

- A. Develop a process map as a base, work with stakeholders to understand the trigger point, and locate the stage.
- B. Locate the stage, add the standard due-diligence as a subprocess, and set the trigger point.
- C. Identify the triggers, locate the stage, and add the standard due-diligence as a subprocess.

Answer: A

Explanation:
The best practice for identifying which stage in the sales process the industry standard due-diligence should be embedded is to develop a process map as a base, work with stakeholders to understand the trigger point, and locate the stage. This practice helps to:
Develop a process map as a base: This provides a visual representation of the sales process, showing the steps, inputs, outputs, roles, and decisions involved in each stage.
Work with stakeholders to understand the trigger point: This helps to elicit feedback and insights from the stakeholders who are familiar with or affected by the sales process, and identify when or why the industry standard due-diligence is needed or required.
Locate the stage: This helps to determine where in the sales process the industry standard due-diligence should be embedded, based on the trigger point and the business logic. References: https://trailhead.salesforce.
com/en/content/learn/modules/business-analysis-process-mapping/create-a-process-map

NEW QUESTION # 119

The business analyst (BA) working with the contract renewal team at Cloud kicks has mapped out is current renewal process, the BA has noted where representatives are inputting contract information from PDF document which is introducing errors an inaccurate date into Salesforce.
Which type of inefficiency is happening during this step in the process?

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

Answer: A

NEW QUESTION # 120

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