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## Question Salesforce Certified-Business-Analyst Explanations - Certified-Business-Analyst Dumps Vce

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## Salesforce Certified Business Analyst Exam Sample Questions (Q203-Q208):

### NEW QUESTION # 203

Which type of process diagram should the business analyst use at the beginning of a Salesforce project to outline high-level process areas such as "Prospect to Contract"?

- A. SIPOC (Suppliers, Inputs, Process, Outputs, Customers)
- **B. Capability model**
- C. Value stream map

**Answer: B**

Explanation:  
Explanation

The type of process diagram that the business analyst should use at the beginning of a Salesforce project to outline high-level process areas such as "Prospect to Contract" is a capability model. A capability model is a visual representation of the core capabilities or functions that an organization performs or delivers to achieve its strategic objectives. A capability model helps to identify and organize high-level process areas that span across different departments or teams, as well as highlight any gaps or overlaps in functionality. A capability model can also help to prioritize and scope Salesforce projects based on business value and impact.

References:

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

#### NEW QUESTION # 204

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

**Answer: A**

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 persona was 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 # 205

A business analyst (BA) at Northern Trail Outfitters was asked to create a new user story for a Sales Cloud update requested by the inside sales team. The BA created the following story:

"As a user, I need visibility to customers' purchase history details so I can increase efficiencies and improve closure rates by better tailoring sales offerings." Which mistake did the BA make when creating this story?

- A. The persona is undefined.
- B. The goal is undefined.
- C. The need is undefined.

**Answer: A**

Explanation:

Explanation

The mistake that the business analyst made when creating this story is that the persona is undefined. A persona is a fictional representation of an end user who has a specific role, goal, or need. A user story should specify the persona as part of its format: "As a [persona], I need [need], so I can [goal]". Specifying the persona can help the business analyst communicate who will use the feature and why it matters to them. The goal and the need are defined in this user story. The goal is to increase efficiencies and improve closure rates by better tailoring sales offerings. The need is visibility to customers' purchase history details. References:

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

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

### NEW QUESTION # 206

The business analyst (BA) needs to identify collaborators for the current Salesforce CPQ project. The documentation has already been analyzed.

What is another important step the BA should take to identify the correct decision makers?

- A. Survey the business units.
- **B. Prepare a RACI matrix.**
- C. Create a stakeholder wheel.

**Answer: B**

Explanation:

The important step that the business analyst should take to identify the correct decision makers is to prepare a RACI matrix. A RACI matrix is a tool that defines and assigns the roles and responsibilities of stakeholders or team members for each task or activity in a project or enhancement. RACI stands for Responsible, Accountable, Consulted, and Informed. A RACI matrix helps to identify the correct decision makers by showing who has the authority or accountability for making decisions on each task or activity, as well as who needs to be consulted or informed about those decisions. A RACI matrix also helps to avoid confusion, duplication, or conflict among stakeholders or team members. References:

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

### NEW QUESTION # 207

Universal Containers uses Kanban to complete its Salesforce development. In the middle of a sprint, the sales manager submits an important item to the team.

What should the business analyst do next?

- A. Ask the team to pivot and complete the work immediately.
- **B. Ask the team to reprioritize the backlog and work on the item at the top.**
- C. Ask the team to commit to the work for the next sprint.

**Answer: B**

### NEW QUESTION # 208

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