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## Salesforce Certified Business Analyst Sample Questions (Q104-Q109):

### NEW QUESTION # 104

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 story explained the value to the user.
- C. The incorrect persona was used in the story.

**Answer: A**

### NEW QUESTION # 105

Universal Containers is developing a new case management solution in Salesforce. The business analyst has started writing user stories to capture feature needs. One user story is: "The customer care representative wants to take ownership of new cases and communicate with customers so they can provide high-touch customer experiences." Which component of the user story is "provide high-touch customer experiences?"

- A. Assumption
- B. Where
- C. Why

**Answer: C**

Explanation:

The component "provide high-touch customer experiences" is the why part of the user story because it describes the benefit or value that the customer care representative will get from taking ownership of new cases and communicating with customers. The who part of the user story is "the customer care representative" because it describes the user role or persona who will benefit from the feature or functionality. The what part of the user story is "to take ownership of new cases and communicate with customers" because it describes the feature or functionality that the customer care representative wants or needs. The where part of the user story is not included in this example because it is usually captured in other documents or artifacts, such as acceptance criteria or wireframes. The assumption part of the user story is not included in this example because it is usually captured in other documents or artifacts, such as risk register or issue log.

References: 1 <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories>

### NEW QUESTION # 106

Northern Trail Outfitters (NTO) has completed a project with a third-party event organization platform to enhance its MVP Experience Site. Many features were left in the project backlog. NTO's IT team is beginning a new phase of work on the Experience Site to build additional features requested by business stakeholders and wants to include the items that were left in the backlog in the first phase.

How should the business analyst coordinate the user stories to most efficiently manage the new project timeline?

- A. Include existing and new user stories to be completed within the duration of the project. Hire additional developers to accommodate both work streams to prevent delays within the schedule sprints.
- B. Prioritize user stories for the new enhancements for the initial sprints of the project to accommodate business stakeholder requests. Complete existing user stories in the final sprint of the project.
- C. Reprioritize existing and new user stories to place the stories into each sprint of the project. Return an equivalent amount of lower priority work to the project backlog.

**Answer: B**

### NEW QUESTION # 107

A business analyst (BA) sees that all the acceptance criteria they wrote for an upcoming project go live have passed unit testing. How can the BA support the product team to ensure the solution meets the business's needs before demoing it to the relevant stakeholders?

- A. Help conduct user acceptance testing to make sure the product works smoothly across all business processes.
- B. Prepare documentation to summarize the QA team's test results for the business stakeholders.
- C. Collaboration with stakeholders to establish a rollout communication and training plan.

**Answer: A**

Explanation:

User Acceptance Testing (UAT) ensures the solution meets business requirements and is ready for deployment:

Validation of Business Needs: UAT allows end users to test the solution against real-world scenarios, ensuring the product aligns with the business processes.

BA's Role in Testing: Salesforce highlights the importance of the BA in facilitating and supporting UAT to identify any gaps before stakeholder demos.

Smooth Transition: UAT provides an opportunity to refine the product and enhance user confidence in its functionality.

### NEW QUESTION # 108

Universal Containers has chosen to leverage Experience Cloud to create an engaging site for its customers. The business analyst (6A) leading this project needs to validate that the requirements meet the goal. What should the BA do to ensure alignment?

- A. Conduct a white boarding session to ensure the requirements are accurate.
- **B. Circulate the requirements to stakeholders, incorporate feedback, and obtain sign-off.**
- C. Survey customers to confirm whether the new site meets their requirements.

**Answer: B**

Explanation:

This answer states that circulating the requirements to stakeholders, incorporating feedback, and obtaining sign-off is what the BA should do to ensure alignment on goals and strategies across NTO's organization for creating an engaging site for its customers using Experience Cloud. Circulating the requirements to stakeholders means that the BA shares the written statements that describe what the solution must do or have to meet the goals and strategies of NTO's organization with the people who have a significant interest or influence in the project outcome. Incorporating feedback means that the BA revises and updates the requirements based on the comments or suggestions from the stakeholders. Obtaining sign-off means that the BA gets a formal approval or confirmation from the stakeholders that they agree with and accept the requirements. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements>

### NEW QUESTION # 109

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