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Salesforce Certified Business Analyst Exam Sample Questions (Q63-Q68):

NEW QUESTION # 63

After reviewing a technical demo, the Northern Trail Outfitters sales leadership team wants to make adjustments to the original requirements around Sales Cloud opportunity management.

What should the business analyst do to manage the requested changes?

- A. Update the change request log and draft a new user story.
- B. Update the gap analysis document and scope statement specification.
- C. Update the change management document and user acceptance testing plans.

Answer: A

NEW QUESTION # 64

The VP of sales at Clod Kicks wants to streamline the lead qualification process to improve the team's productivity and help them reach their target goals. A business analyst (BA) has been assigned to the project to identify the disconnect between the sales and marketing teams' definition of a qualified lead?

What should the BA focus on?

- **A. Scheduling and all-day collaboration workshop with both team to resolve their differences**
- B. Evaluating team' skill and experience to determine how they can better align.
- C. Mapping historical lead data from each team and building charts to highlight similarities

Answer: A

Explanation:

Explanation

The business analyst should focus on scheduling an all-day collaboration workshop with both teams to resolve their differences around contact management for a new Salesforce implementation. A collaboration workshop is a technique to bring together different stakeholders to share information, discuss issues, generate ideas, make decisions, or reach consensus on a topic or problem. Scheduling an all-day collaboration workshop with both teams can help identify their needs, expectations, pain points, goals, and priorities around contact management and find common ground or alignment among them. Mapping historical lead data from each team and building charts to highlight similarities is not a good option because it would not address the disconnect between the sales and marketing teams' definition of a qualified lead, which is related to contact management, not lead management.

Evaluating team' skill and experience to determine how they can better align is not a good option because it would not address the disconnect between the sales and marketing teams' definition of a qualified lead, which is related to contact management, not skill or experience. References: 1

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

NEW QUESTION # 65

Universal Containers is planning to implement Commerce Cloud to sell more products. The business analyst working on this project has gathered requirements and is translating them into user stories.

What should the user story focus on?

- A. Product functionality
- **B. Customer experience**
- C. Sales margins

Answer: B

Explanation:

The user story should focus on customer experience. Customer experience is the perception and feeling that a customer has when interacting with a product or service. Customer experience is a key factor that influences customer satisfaction, loyalty, retention, and advocacy. A user story should focus on customer experience because it helps to define the value or benefit that the customer expects from the product or service, and provides a basis for designing and developing the solution that meets or exceeds the customer's needs and expectations. The other options are either irrelevant or incomplete. Option A does not focus on customer experience, but rather on sales margins, which are an internal metric that may not reflect the customer's perception or feeling. Option C does not focus on customer experience, but rather on product functionality, which is only one aspect of customer experience and may not address the customer's emotional or psychological needs. References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories>

NEW QUESTION # 66

Northern Trail Outfitters (NTO) is undergoing a Salesforce implementation for Service Cloud. The business analyst is currently working with the development team as they build features in the sandbox. NTO wants to test these features before the changes are deployed to the production environment.

As part of the Application lifecycle Management (ALM) process, which three development models does Salesforce support?

- A. Salesforce DX, Flow Builder, Rapid Application Development

- B. Change Set Development, Org Development, Package Development
- C. Rapid Application Development, Org Development Package Development

Answer: B

Explanation:

The three development models that Salesforce supports as part of Application Lifecycle Management (ALM) process are Change Set Development, Org Development, and Package Development. Change Set Development is a model that uses change sets to deploy metadata changes from one org to another org. Org Development is a model that uses scratch orgs to create and test metadata changes in isolated environments before deploying them to other orgs. Package Development is a model that uses unlocked packages to bundle and distribute metadata changes across orgs as modular applications. Rapid Application Development, Flow Builder, and Salesforce DX are not development models supported by Salesforce as part of ALM process.

References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-acceptance>
<https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models>

NEW QUESTION # 67

A business analyst (BA) at Universal Containers (UC) has been asked to evaluate a business process at a high level and in detail, while also keeping regulatory considerations in mind. Management wants to use the output from the BA's evaluation to inform decisions about UC's future implementations of Sales Cloud and Service Cloud.

What should the BA use for their evaluation?

- A. Universal Process Notation (UPN)
- B. Cross-functional flowchart
- C. Entity Relationship Diagram (ERD)

Answer: A

Explanation:

This answer selects Universal Process Notation (UPN) as the tool that the BA should use for their evaluation of a business process at UC. UPN is a simple and standardized way of creating process maps, using only four symbols: activity, decision, start/end, and annotation. UPN can help the BA evaluate a business process at a high level and in detail, while also keeping regulatory considerations in mind, by showing the steps, actions, decisions, roles, and dependencies of the process, and adding notes or comments to explain or clarify certain aspects. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-ma>

NEW QUESTION # 68

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