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Salesforce Certified Business Analyst Exam Sample Questions (Q120-Q125):

NEW QUESTION # 120
The business analyst (BA) at Universal Containers needs to gather information for their project including the steps a user takes to accomplish a goal, challenges a user faces, people the user interacts with, applications they use to complete the steps, and their level of morale as they move through the process.
Which elicitation technique should the BA use?

- A. Survey /Questionnaire
- B. journey Mapping
- C. Focus Groups

Answer: B

Explanation:
The elicitation technique that the business analyst should use to gather information about the steps a user takes to accomplish a goal, challenges a user faces, people the user interacts with, applications they use to complete the steps, and their level of morale as they move through the process is journey mapping. Journey mapping is a technique that creates a visual representation of a user's experience with a product or service over time. It can help the business analyst understand how a user interacts with a product or service across different touchpoints or stages, what pain points or obstacles they encounter, what emotions or feelings they have, etc. Survey/Questionnaire is an elicitation technique that collects quantitative or qualitative data from a large number of stakeholders using predefined questions or scales. It can help the business analyst measure stakeholder satisfaction, preferences, or feedback, but not capture the details or nuances of their experience.

NEW QUESTION # 121
Cloud Kicks (CK) faces challenges with accurate reporting and metrics to use when CK schedules service agent shifts. The VP of service is unsure how the challenges can be solved in Salesforce.
Which analysis should a business analyst perform?

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

Answer: B

Explanation:
The analysis that a BA should perform is strategy analysis. Strategy analysis is a technique that helps to understand the business context and environment of an organization, its vision and goals, its strengths and weaknesses, its opportunities and threats, its capabilities and resources, and its stakeholders and competitors.
Strategy analysis helps to identify the business problems or needs that need to be addressed, evaluate potential solutions or options that can address them, and align them with the business strategy and objectives. In this case, CK faces challenges with accurate reporting and metrics to use when scheduling service agent shifts. A BA should perform strategy analysis to understand CK's business context and environment, identify the root causes of the challenges, evaluate potential solutions or options that can solve them in Salesforce, and align them with CK's business strategy and objectives. References:
https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-strategy-analysis/understand-strategy

NEW QUESTION # 122
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. Prepare a RACI matrix.
- B. Survey the business units.
- C. Create a stakeholder wheel.

Answer: A

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-management

NEW QUESTION # 123

Cloud Kicks (CK) recently decided to transition its business from spreadsheets to a Salesforce solution. CK leaders are excited about the capabilities of Salesforce. Each leader has different ideas about how the platform should be implemented. CK has hired a business analyst (BA) to help define and manage the implementation.
What should the BA do in the first discovery meeting with stakeholders?

- A. Discuss and document specific pain points in existing processes to inform future project requirements.
- B. Preview potential Salesforce solutions and collect feedback from stakeholders on each option to inform the direction of the project.
- C. Collaborate with stakeholders to examine and define CK's purpose, customers, metrics, and overall business to inform project direction and vision.

Answer: C

NEW QUESTION # 124

The Salesforce project team at Cloud Kicks is about to start a project that crosses sales and service teams. The business analyst (BA) has been tasked with writing user stories with the teams in a workshop.
What should the BA keep in mind during the process?

- A. User stories specify which technical components are impacted.
- B. User stories are fixed upon stakeholder approval.
- C. User stories encourage iterative development.

Answer: A

NEW QUESTION # 125

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