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## Salesforce

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## Questions & Answers

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Salesforce Certified Business Analyst certification is designed for professionals who have experience working with Salesforce and want to develop their skills and knowledge in business analysis. Salesforce Certified Business Analyst Exam certification is a must-have for professionals who want to work as business analysts or project managers for Salesforce implementations. It demonstrates to employers that the candidate has a deep understanding of the Salesforce platform, its features and functionality, and how to use it to solve business problems.

## Salesforce Certified Business Analyst Exam Sample Questions (Q141-Q146):

### NEW QUESTION # 141

Cloud Kicks (CK) wants to incorporate a credit check process to verify prospects in Sales Cloud. CK asks the business analyst (BA) to identify which stage of the sales process that the credit check should be embedded. What should the BA do to meet the requirement?

- A. Create a value stream map.
- **B. Create a process map.**
- C. Create a capability model.

**Answer: B**

Explanation:

Creating a process map is the most effective approach to identify the appropriate stage in the sales process for embedding the credit check:

- \* Visualization of the Sales Workflow: A process map provides a step-by-step representation of the sales process, making it easier to pinpoint where the credit check should be integrated.
- \* Alignment with Business Flow: By mapping the process, the BA can collaborate with stakeholders to ensure the credit check aligns with other sales activities and does not introduce unnecessary delays.
- \* Salesforce Best Practices: Salesforce emphasizes understanding and documenting workflows to ensure any enhancements, such as credit checks, fit seamlessly into existing processes.

### NEW QUESTION # 142

The business analyst at Northern Trail Outfitters receives a requirement from the CRM manager to have visibility into their team's queues to monitor open cases. Which user story meets this requirement?

- A. As a user, I need to see case queue to monitor my team's work.
- **B. As a CRM manager, I need to see my team's work queues so I can monitor their open tickets.**
- C. As a CRM manager, I need a record-triggered flow to view my team's work queues so I can monitor their open tickets.

**Answer: B**

Explanation:

The user story that meets the requirement is "As a CRM manager, I need to see my team's work queues so I can monitor their open tickets". A user story is a statement that describes what a user or stakeholder needs or wants from a system or solution in order to achieve a specific goal or outcome. A user story follows the format

"As a [role], I want to [action], so that I can [outcome]". A user story helps to capture and communicate the business value and benefit of a requirement or feature. The user story that meets the requirement is "As a CRM manager, I need to see my team's work queues so I can monitor their open tickets" because it specifies the role (CRM manager), the action (see my team's work queues), and the outcome (monitor their open tickets). The other user stories are either too vague or too specific (A) to meet the requirement.

References:

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

### NEW QUESTION # 143

The Salesforce team at Cloud Kicks (CK) is reviewing the sales team's business processes. During a review session, the business analyst notices that quantifiable benchmarks have yet to be established.

Why is it a best practice to establish benchmarks to evaluate existing processes?

- A. Shows tangible impact from changes to processes
- B. Proves processes are out of date and require a new solution
- C. Compares processes against CK's closest competitors

**Answer: A**

Explanation:

The best practice to establish benchmarks to evaluate existing processes is to show tangible impact from changes to processes. Benchmarks are quantifiable measures that can be used to compare current performance with desired performance or best practices. They can help CK evaluate how effective its sales processes are, identify gaps or opportunities for improvement, and measure the results or benefits of process changes.

Proving processes are out of date and require a new solution is not a best practice, but a potential outcome of benchmarking. Comparing processes against CK's closest competitors is not a best practice, but a possible source of benchmarking data.

References:

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

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

### NEW QUESTION # 144

Which element of the storytelling process for UX is described here: "A hurdle that makes it difficult for your heroes to succeed on their journeys."

- A. Victory
- B. Monster
- C. Challenge
- D. Helper

**Answer: C**

Explanation:

A challenge is an element of the storytelling process for UX that describes a hurdle that makes it difficult for your heroes to succeed on their journeys. A monster is an element of the storytelling process for UX that describes a person or thing that causes problems for your heroes. A victory is an element of the storytelling process for UX that describes a successful outcome for your heroes. A helper is an element of the storytelling process for UX that describes a person or thing that assists your heroes along their journeys.

References:

<https://trailhead.salesforce.com/content/learn/modules/ux-design-fundamentals/understand-the-storytelling-process>

### NEW QUESTION # 145

Universal Containers has scheduled a meeting with stakeholders, business analysts (BAs), and technical resources to review user stories. A BA reviews the user stories in advance of the meeting and notices that some best practices have been ignored. The first user story is focused on escalating cases in Service Cloud:

"The customer service agent needs the ability to escalate a case so they can assign high-risk cases to tier 2 support for faster resolution." Acceptance Criteria:

1. Add permission set
2. Users can escalate cases
3. Create fields on the Case object
4. Reports

Which best practice was ignored?

- A. The "why" of the user story is focused on user needs.
- B. The "who" of the user story is well-defined.
- C. The "what" of the acceptance criteria is negotiable.

**Answer: C**

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