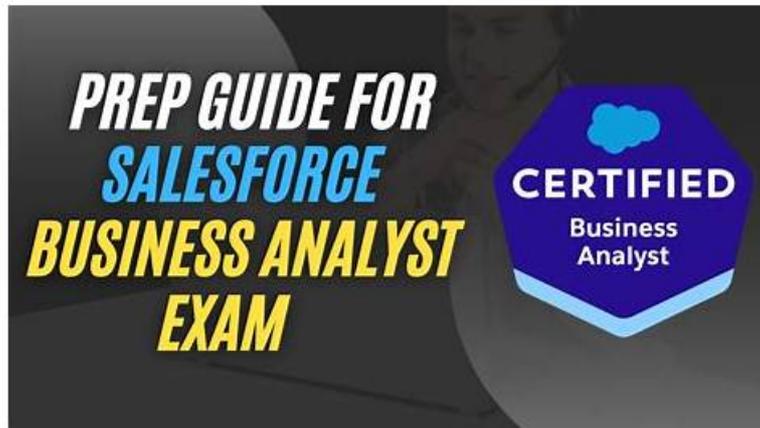# Pass Guaranteed Salesforce Certified-Business-Analyst - Salesforce Certified Business Analyst Exam Marvelous Exams Torrent

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Salesforce Certified Business Analyst Exam Sample Questions (Q197-Q202):

NEW QUESTION # 197
A business analyst (BA) is working with the support team at Cloud Kicks (CK) on a Service Cloud implementation. The BA has decided to create a process map to understand CK's current merchandise return process.
What are the top three benefits of creating a process map?

- A. Identifies improvements, decreases project costs, and starts the change process
- B. Engages stakeholders, identifies improvements, and starts the change process
- C. Builds accountability, increases revenue, and decreases overall time spent on requirements

Answer: B

Explanation:

Explanation
A process map is a visual representation of a business process that helps to engage stakeholders, identify improvements, and start the change process. By creating a process map, the business analyst can understand the current state of the process, identify pain points and opportunities for improvement, and communicate the findings and recommendations to the stakeholders. A process map also helps to initiate the change process by providing a baseline for measuring the impact of the proposed solutions.
References:https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/

NEW QUESTION # 198

The executive director of Universal Containers (UC) plans to purchase additional Salesforce Iicenses. The director recently hired a business analyst (BA) to lead a series of journey mapping sessions. The director wants the Journey mapping sessions to be tailored to the features and capabilities that are currently available in UC's Salesforce environment.
Which information does the BA need to determine the features and functionality UC can implement while avoiding additional costs?

- A. Storage capacity and license type
- B. Organization edition and license type
- C. Number of active users and license type

Answer: B

Explanation:
Explanation
This answer states that organization edition and license type are the information that the BA needs to determine the features and functionality that UC can implement without additional costs for purchasing additional Salesforce licenses. Organization edition is a version of Salesforce that provides a set of features and functionality based on the needs and size of an organization, such as Essentials, Professional, Enterprise, Unlimited, etc. License type is a category of user access that determines what features and functionality a user can access within anorganization, such as Salesforce Platform, Salesforce, Customer Community Plus, etc. Organization edition and license type are the information that the BA needs to determine the features and functionality that UC can implement without additional costs because they define the limits and capabilities of UC's Salesforce environment, and they affect the pricing and availability of additional licenses.
References:https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use

NEW QUESTION # 199

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:
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-discovery

NEW QUESTION # 200

Cloud Kicks wants to assess the efficiency of its Sales Cloud solution to eliminate unnecessary steps and cut costs. A business analyst (BA) will give a presentation to executives to help them understand the current state and define the future state.
Which document should the BA use for the presentation?

- A. A persona journey map
- B. A business process model
- C. A collection of use cases

Answer: B

Explanation:
A business process model is a visual representation of how a business operates and how different activities are connected. It can help executives understand the current state and define the future state of a business process.
A persona journey map is a tool to understand the needs, goals, and pain points of a specific user group. A collection of use cases is a set of scenarios that describe how users interact with a system or solution.
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/collaboratio

NEW QUESTION # 201
Northern Trail Outfitters is implementing Marketing Cloud. Stakeholders are having a difficult time conceptualizing how Marketing Cloud uses insights to create journeys. The Business analyst (BA) has been asked to show stakeholders how it works so the implementation project can move forward. Timelines are two tight to present a demo, and approval from stakeholders is needed soon in order to keep the project on track.
What should the BA do to help stakeholders visualize how it will work?

- A. Build a capability model.
- B. Create a UPN (Universal Process Notation) diagram.
- C. Schedule a storyboarding session.

Answer: C

Explanation:
This answer states that scheduling a storyboarding session is what the BA should do to help stakeholders visualize how Marketing Cloud uses insights to create journeys, when timelines are too tight to present a demo, and approval from stakeholders is needed soon in order to keep the project on track. A storyboarding session is a technique that involves creating and presenting a series of sketches or images that illustrate how a user interacts with a system or a feature. A storyboarding session can help the BA to show stakeholders how Marketing Cloud uses insights to create journeys by depicting the steps, actions, and outcomes of the process in a visual and engaging way. A storyboarding session can also help the BA to elicit feedback, validate requirements, and obtain approval from stakeholders in a timely manner.

NEW QUESTION # 202
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