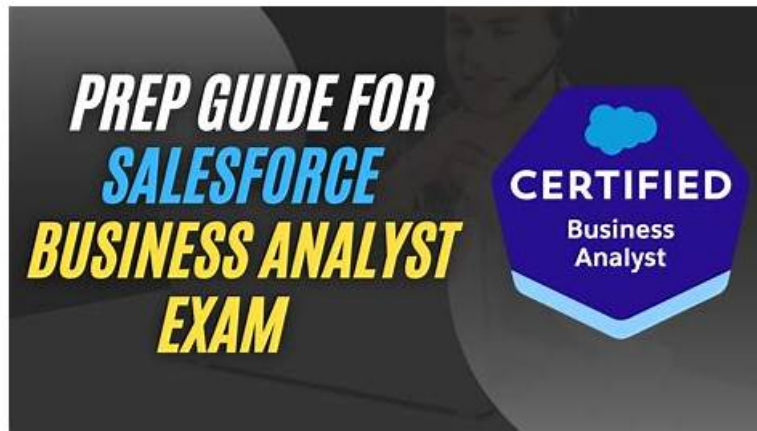


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Salesforce Certified Business Analyst Sample Questions (Q117-Q122):

NEW QUESTION # 117

Cloud Kicks needs to revamp its support process to improve the customer experience and has asked the Service Cloud team to collaborate with the business analyst (BA). The BA has scheduled an initial live process mapping session with all stakeholders and received the following calendar responses:

What should the BA do?

- A. Hold a one-on-one diagram session with each stakeholder before the workshop.
- B. Proceed with the workshop as scheduled with the stakeholders who are available.
- C. Cancel the workshop and reschedule it to a date when all stakeholders are available.

Answer: C

Explanation:

This answer states that canceling the workshop and rescheduling it to a date when all stakeholders are available is what the BA should do after receiving the calendar responses for an initial live process mapping session with all stakeholders for revamping its

support process to improve the customer experience. A process mapping session is a collaborative activity where the BA and the stakeholders work together to document and analyze the current state of a business process, identify pain points and opportunities, and design the future state of the process. Canceling the workshop and rescheduling it can help the BA to ensure that all stakeholders are present and engaged in the session, and that their input and feedback are captured and considered. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business>

NEW QUESTION # 118

The Salesforce project team at Universal Containers is reviewing a backlog of user stories to add to an sprint.

The team is unsure of which story to begin working on.

What should the business analyst do to help with prioritization?

- **A. Identify dependent components.**
- B. Verify acceptance criteria.
- C. Delete the definition of done

Answer: A

Explanation:

The business analyst should identify dependent components to help with prioritization of user stories to add to an sprint. Dependent components are components that rely on or affect other components in an application or system. Identifying dependent components can help determine which user stories are more critical, complex, risky, or interrelated than others and prioritize them accordingly. Identifying dependent components can also help avoid conflicts, errors, or delays caused by missing or incompatible components when developing or deploying user stories. Verifying acceptance criteria is not an action that the business analyst should take to help with prioritization of user stories to add to an sprint. Verifying acceptance criteria is a process that checks whether a user story meets its conditions or requirements for being done or acceptable. Verifying acceptance criteria can help validate and test user stories but does not help prioritize them based on their importance or urgency. Deleting the definition of done is not an action that the business analyst should take to help with prioritization of user stories to add to an sprint. Deleting the definition of done is a process that removes the criteria or standards that indicate when a user story is completed and ready for deployment. Deleting the definition of done can reduce quality and consistency of user stories but does not help prioritize them based on their importance or urgency. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories>

NEW QUESTION # 119

Cloud Kicks (CK) has expressed concerns about the distribution process for a new line of shoes, because the company consistently misses its targeted delivery dates. CK asks the business analyst (BA) to uncover the issue and propose a business solution.

What should the BA do next?

- A. Explore how retailers similar to CK handle distribution.
- **B. Shadow an operations team member at the CK distribution facility.**
- C. Review future state distribution processes for CK.

Answer: B

Explanation:

This answer suggests shadowing as the next step for the BA to uncover the issue and propose a business solution for CK's distribution challenge. Shadowing is a technique where the BA observes how a user performs their tasks in their natural environment. Shadowing helps to gain insights into the user's workflow, challenges, pain points, and opportunities for improvement. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-shadowing-to-understand-your-users>

NEW QUESTION # 120

The business analyst (BA) at Northern Trail Outfitters needs to create a current state process map for a Service Cloud implementation with its retail division. The BA needs a simple diagramming notation for the process map that is applicable across all industries, provides context for metrics and management decisions, and supports regulatory considerations.

Which diagramming notation should the BA use for the process map?

- **A. Universal Process Notation (UPN)**
- B. Unified Modeling Language (UML)
- C. Business Process Modeling Notation (BPMN)

Answer: A

Explanation:

This answer selects Universal Process Notation (UPN) as the diagramming notation that the BA should use for the process map. 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 create a process map that is applicable across all industries, provides context for metrics and management decisions, and supports regulatory considerations. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business>

NEW QUESTION # 121

A business analyst (BA) at Universal Containers had a meeting with sales and service reps to gather requirements around contact management for a new Salesforce implementation. A sales rep wants a place to capture the names of the contact's spouse and children to help build the relationship. The BA writes the following user story.

"As a user, I need to be able to record a contact's title and role as separate data points so I know who to address for various needs of the account." Who should be listed as the persona?

- **A. Sales rep**
- B. Contact
- C. Service rep

Answer: A

Explanation:

The persona that should be listed in this user story is sales rep. A persona is a fictional representation of a user role or group who will benefit from a feature or functionality. It helps describe who the user is, what they want or need, and why they want or need it. The persona should be specific enough to capture the characteristics and goals of the user group, but not too specific that it excludes other potential users. The persona that should be listed in this user story is sales rep because they are the ones who want to capture the names of the contact's spouse and children to help build the relationship. Contact is not a persona that should be listed in this user story because they are not the ones who will use or benefit from this feature or functionality. They are the object of the feature or functionality, not the subject. Service rep is not a persona that should be listed in this user story because they are not the ones who want or need this feature or functionality. They may have different goals or expectations than sales reps when it comes to contact management. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories>

NEW QUESTION # 122

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