

# Certified-Business-Analyst Reliable Exam Cost & Certified-Business-Analyst Test Engine



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### Salesforce Certified Business Analyst Exam Sample Questions (Q281-Q286):

#### NEW QUESTION # 281

New interns at Universal Containers have been tasked with following a new process to import leads from a spreadsheet into Salesforce. A business analyst is mapping the process to document the overall lead creation process. What should the process map look like?

- A. A very detailed process map that is unambiguous and version controlled
- **B. A simple process map that is high-level and covers key aspects**
- C. A somewhat detailed process map that is easy to remember and self-explanatory

**Answer: B**

Explanation:

Explanation

A simple process map that is high-level and covers key aspects is suitable for documenting the overall lead creation process for new interns at Universal Containers. This type of process map can help provide an overview of the main steps and actors involved in the process without overwhelming them with too much detail or complexity. A very detailed process map that is unambiguous and version controlled is more suitable for documenting complex processes that require precision and accuracy for compliance or quality purposes. A somewhat detailed process map that is easy to remember and self-explanatory is more suitable for documenting processes that have moderate levels of detail or complexity for training or improvement purposes. References: 1 <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/business>

### NEW QUESTION # 282

A sales manager expresses frustration that the sales team is failing to enter calls in Salesforce. The manager is hoping to resolve the issue quickly and has limited time and budget to complete revamp existing tools and process, the sales manager reaches out to the business analyst (BA) for recommendation.

What should the BA do next?

- A. Export a weekly report of user activity.
- **B. Research third-party apps on the AppExchange.**
- C. Engage a developer to scope a custom solution.

**Answer: B**

Explanation:

This answer suggests researching third-party apps on the AppExchange as the next thing that the BA should do after a sales manager expresses frustration that the sales team is failing to enter calls in Salesforce, and hopes to resolve the issue quickly and has limited time and budget to complete revamp existing tools and process. The AppExchange is an online marketplace where customers can find, try, buy, and install apps that extend the functionality of Salesforce. Researching third-party apps on the AppExchange can help the BA to find a possible solution that can address the issue of entering calls in Salesforce without requiring a lot of time, budget, or customization. Researching third-party apps on the AppExchange can also help the BA to compare different features, prices, ratings, and reviews of various apps that can meet the sales manager's needs and expectations. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills>

### NEW QUESTION # 283

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

**Answer: C**

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-process-mapping> <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders>

### NEW QUESTION # 284

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

**Answer: C**

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 # 285

The business analyst (BA) at Universal Containers is meeting with business leaders to elicit and document functional requirements specifications related to its new Salesforce implementation. The BA will also document the functionality this system should provide so it can be developed into a work item.

What is the name of this documentation type?

- A. Business analysis plan
- B. Use case
- C. User story

**Answer: C**

Explanation:

Explanation

A user story is a type of documentation that describes what functionality a system should provide from a user's perspective. It is written in simple language that anyone can understand and follows a standard format of "As a [user role], I want [functionality], so that [benefit]". A user story helps to capture the user's needs and expectations from the system and provides a basis for developing test cases and acceptance criteria. A BA should use user stories to document the functionality that a system should provide so it can be developed into a work item. References:

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

### NEW QUESTION # 286

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