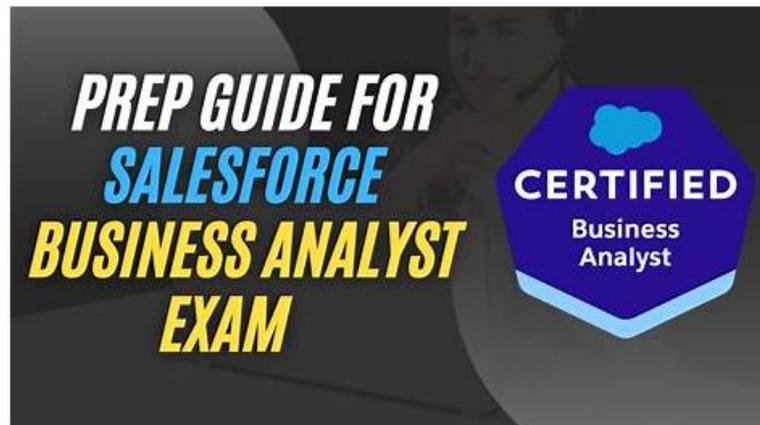


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## Salesforce Certified Business Analyst Sample Questions (Q44-Q49):

### NEW QUESTION # 44

As part of the digital transformation at Cloud Kicks, company leaders have decided to adopt Service Cloud as its CRM platform for customer service and support. Executive directors are supportive of the initiative, but end users are unconvinced and prefer to remain on the current platform.

What should the business analyst do to gain the end users' cooperation?

- A. Identify key stakeholders and develop relationships with them as a trusted advisor; involve stakeholders and end users in the design of the new solution; and act as a liaison between business and technical teams.
- B. Respond to end users with empathy and accommodate their needs; translate the end users' needs into technical requirements; and deliver the project to the developers to implement the solution.
- C. Use an assertive influencing style; demonstrate authority and expertise; outline the project objectives; and make sure end users know that the decision has been made and the time to make changes has passed.

**Answer: A**

Explanation:

The best way for a business analyst to gain the end users' cooperation is to identify key stakeholders and develop relationships with

them as a trusted advisor; involve stakeholders and end users in the design of the new solution; and act as a liaison between business and technical teams. This will help them understand their needs and expectations, demonstrate value and benefits, and facilitate communication and feedback.

Responding to end users with empathy and accommodate their needs; translating the end users' needs into technical requirements; and delivering the project to the developers to implement the solution may be too reactive or passive without addressing the root causes of resistance or ensuring alignment. Using an assertive influencing style; demonstrating authority and expertise; outlining the project objectives; and making sure end users know that the decision has been made and the time to make changes has passed may be too aggressive or authoritative without building trust or rapport. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders>

#### NEW QUESTION # 45

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 # 46

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

**Answer: B**

Explanation:

One thing that user stories help the business analyst do is encourage iterative development. Iterative development is an approach that breaks down a project into smaller cycles or iterations, each delivering a working piece of functionality or value to the user. User stories are well suited for iterative development because they are concise, focused, and prioritized based on user needs and value.

User stories help to deliver features faster and more frequently, while allowing for feedback and changes along the way. References: <https://trailhead.salesforce.com/content/learn/modules/user-story-creation/learn-about-user-stories>

#### NEW QUESTION # 47

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

**Answer: B**

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

#### NEW QUESTION # 48

Universal Containers (UC) has decided to implement Salesforce and has assigned a business analyst (BA) to write user stories for the project. The BA plans to meet customer to their experience in their own words.

Which type of research should the BA use to elicit user stories from UC's customers?

- A. Behavioral
- **B. Interviewing**
- C. Shadowing

**Answer: B**

Explanation:

The type of research that the business analyst should use to elicit user stories from UC's customers is interviewing. Interviewing is a technique that involves asking open-ended questions to stakeholders or users to gather information and feedback about their needs, expectations, preferences, pain points, goals, etc.

Interviewing helps to elicit user stories from UC's customers by allowing them to express their opinions and experiences in their own words, as well as clarifying any doubts or ambiguities. Interviewing also helps to build rapport and trust with the customers and show them respect and appreciation for their input. References:

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

#### NEW QUESTION # 49

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