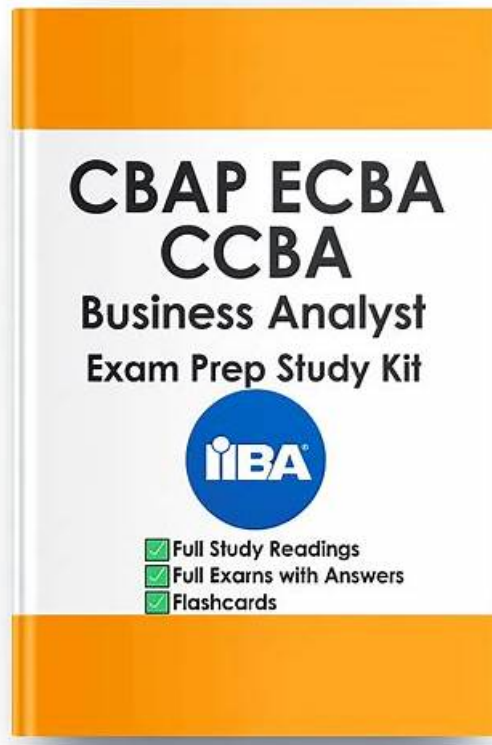


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Salesforce Certified Business Analyst Exam Sample Questions (Q152-Q157):

NEW QUESTION # 152

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

Answer: A

Explanation:

A use case is a type of documentation that describes how a user interacts with a system to achieve a specific goal. It is written from the user's point of view and follows a standard format of "A [user role] wants to [goal] by [steps]". A use case 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 use cases to document how users will interact with the system and what outcomes they expect from it. References:

<https://trailhead.salesforce.com>

[/en/content/learn/modules/business-analysis-functional-requirements/write-use-cases](https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional-requirements/write-use-cases) This answer points out that the previous VP's requirements may differ from those of the new executive as the largest risk with this approach of using the inherited requirements in lieu of a traditional discovery process for a Sales Cloud implementation. Requirements are statements that describe what a solution must do or have to meet the needs and expectations of the stakeholders or users. Requirements may change over time due to various factors, such as business goals, market trends, customer feedback, or stakeholder preferences. Using the previous VP's requirements without validating them with the new executive may result in a solution that does not align with their vision, strategy, or value proposition. References: <https://trailhead.salesforce.com/en>

[/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements](https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements)

NEW QUESTION # 153

Northern Trail Outfitters is starting a project to implement Service Cloud for the customer service department.

Which activity should be handled by a business analyst assigned to this project?

- A. Understand current business processes and document existing functionality.
- B. Work with Salesforce to purchase the necessary licenses.
- C. Manage existing Salesforce applications and activities.

Answer: A

Explanation:

Explanation

A business analyst assigned to a Service Cloud project should understand the current business processes and document the existing functionality of the customer service department. This will help them identify the gaps, pain points, and opportunities for improvement. Working with Salesforce to purchase the necessary licenses is a task for the project manager or sponsor. Managing existing Salesforce applications and activities is a task for the administrator or developer. References:

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

NEW QUESTION # 154

The executive director of Universal Containers (UC) plans to purchase additional Salesforce Licenses. 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. Number of active users and license type
- B. Storage capacity and license type
- C. Organization edition and license type

Answer: C

NEW QUESTION # 155

Cloud Kicks (CK) wants its sales team to use Sales Cloud to decrease its lead conversion time. The business analyst (BA) will analyze and break down CK's typical sales cycle.

How can process mapping help the BA get started on this project?

- A. It can display complex ideas in a consistent format, highlight blockers and impediments to help stakeholders quickly assess issues in the sales cycle, and see the project timeline at a glance.
- B. It can show the relationship between the steps and actions in the sales cycle to communicate and understand the current state, and to identify areas for improvement.
- C. It can model changes in the current customer experience, analyze each change's potential for impact, and help visualize potential improvements in the sales cycle in advance of the solution design.

Answer: B

NEW QUESTION # 156

Which of the following User Management terms is best described by this definition: "Record created to identify a new employee that starts accessing Salesforce"

- A. Profiles
- B. Salesforce characters
- C. Users
- D. Roles

Answer: C

Explanation:

Explanation

Users is the User Management term that is best described by this definition: "Record created to identify a new employee that starts accessing Salesforce". Profiles are User Management terms that define what users can do within an organization based on their job function and responsibilities. Roles are User Management terms that control data visibility and reporting hierarchy within an organization based on users' positions. Usernames are User Management terms that identify users when they log in to Salesforce.

References:https://help.salesforce.com/s/articleView?id=sf.users_def.htm&type=5

NEW QUESTION # 157

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