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## Salesforce Certified Business Analyst Sample Questions (Q116-Q121):

### NEW QUESTION # 116

Universal Containers has asked a business analyst (BA) to assist the sales management team with a request for a new picklist field called "Lost Reason" on the Opportunity object with the goal of improving pipeline reports. After mapping the managers to the sales leader persona and obtaining feedback from them, the BA has discovered that the managers want to better understand Closed/Lost Opportunities so they can help sales teams close more deals.

Which option should the BA use to construct the user story?

- A. As a sales leader, I want to see more details on Closed/Lost Opportunities so I can help the sales team improve close rates.
- B. AS a sales leader, I need a new "Closed/Lost Reason" picklist field on Opportunities and better reports to help the sales team improve close rates.
- C. As a sales team member, I need additional enablement training and reporting information to helpthe improve close rates.

**Answer: A**

Explanation:

This answer provides an example of how to construct the user story for creating a new picklist field called "Lost Reason" on the Opportunity object with the goal of improving pipeline reports, using this format: As a <persona>, I want <goal>, so that <value>. This answer defines the persona as "sales leader", who is likely to be one of the main

users or beneficiaries of this feature. It also defines the goal as "see more details on Closed /Lost Opportunities", which is what they want to accomplish with this feature. Finally, it defines the value as "help the sales team improve close rates", which is why they want to accomplish this goal and how they will measure success. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements>

### NEW QUESTION # 117

Cloud Kicks (CK) is expanding and has many different departments in manufacturing and delivery. CK needs to prepare for a new Sales Cloud implementation for it, 6,000 users. To increase adoption, the business analyst (BA) wants to break down existing sides between the manufacturing and delivery departments.

Which planning approach should the ISA take to get buy-in from users?

- A. **Recombined clear owners up for the platform and identify executive sponsors.**
- B. Document user requirement from each department during discovery sessions.
- C. Assign a team to start building a prototype of product functionality.

**Answer: A**

Explanation:

This answer states that documenting user requirements from each department during discovery sessions is what the BA should do to get buy-in from users for preparing for a new Sales Cloud implementation for 6,000 users at CK. User requirements are the needs, expectations, and objectives of the users for the Sales Cloud implementation. Discovery sessions are meetings or workshops where the BA gathers and clarifies user requirements from different stakeholders. Documenting user requirements from each department during discovery sessions means that the BA records and organizes the information obtained from different stakeholders from different departments, such as manufacturing and delivery, in a clear and concise way.

Documenting user requirements from each department during discovery sessions is what the BA should do to get buy-in from users for preparing for a new Sales Cloud implementation because it helps the BA to understand and validate the user requirements, and to communicate and align them with the project scope and goals. References:

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

### NEW QUESTION # 118

During a requirements gathering session, two stakeholders discuss the names of the fields they want to see when adding leads to the system. Each stakeholder has a different point of view on field names.

What should the business analyst do to help influence the team and accurately capture the requirements?

- A. **Find a middle ground where both stakeholders are satisfied with the field names.**
- B. Allow the development team to make the final field name decisions.
- C. Ask the executive sponsor to make the final field name decisions.

**Answer: A**

Explanation:

The business analyst should find a middle ground where both stakeholders are satisfied with the field names, as this would ensure that the requirements are accurately captured and reflect the needs of the business. The business analyst should facilitate a discussion between the stakeholders to understand their perspectives and preferences, and help them reach a consensus on the field names. This would also foster collaboration and trust among the stakeholders, and avoid potential conflicts or confusion later in the project.

References:

Learn About the Salesforce Business Analyst Role: This reference explains the key activities and skills of a Salesforce business analyst, including communication, elicitation, documenting requirements, and analyzing information.

Field Names: This reference provides guidelines on how to format and display field names in documentation and user interface text.

### NEW QUESTION # 119

Universal Containers is working to improve Salesforce adoption. Customer reps are utilizing many Salesforce features in the org, but sales reps are still relying on their personal spreadsheets.

What should the business analyst do to better understand the sales reps process in order increase Salesforce adoption?

- A. Run reports based on usage to see where the sales reps are spending the majority of their time in Salesforce.

- B. Host Focus group, conduct surveys, and shadow the sales reps to observe the tools they use and how they use them.
- C. Arrange for the sales reps to collaborate with customer service reps to learn service reps interact with Salesforce.

**Answer: B**

Explanation:

The best practice for understanding the sales reps process in order to increase Salesforce adoption is to host focus groups, conduct surveys, and shadow the sales reps to observe the tools they use and how they use them. These methods help to elicit feedback and insights from the sales reps, understand their pain points and needs, identify the gaps and opportunities in their current process, and demonstrate the value and benefits of using Salesforce. The other options are either insufficient or irrelevant. Option B does not capture the sales reps' perspectives or preferences, and may not reflect their actual usage of Salesforce. Option C does not address the sales reps' process or challenges, and may not be applicable or effective for them. References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-discovery/plan-and-facilitate-discovery-sessions>

### NEW QUESTION # 120

At Universal Containers, a business analyst (BA), solution architect, lead developer, quality assurance lead, and other team members need access to user stories as part of the Agile lifecycle of enhancements to a Marketing Cloud integration project.

What should the BA do to give all team members access and visibility to the most recent user stories as the project is in motion?

- A. Allow each team member to merge all user stories at the end of user acceptance testing.
- B. Send emails to stakeholders with all of the changes to the user stories.
- C. Define a common repository to hold all user stories and track changes over time.

**Answer: C**

Explanation:

The best practice for giving all team members access and visibility to the most recent user stories as the project is in motion is to define a common repository to hold all user stories and track changes over time. A common repository is a centralized location where all user stories are stored and managed. It allows all team members to access, view, edit, comment, prioritize, assign, and update user stories as needed. It also tracks changes over time and provides version control and history of user stories. A common repository can be a tool such as Jira, Trello, Asana, or Salesforce Agile Accelerator. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/manage-user-stories>

### NEW QUESTION # 121

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