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## Salesforce Certified Business Analyst Exam Sample Questions (Q218-Q223):

### NEW QUESTION # 218

Of the following Locale Settings, select which one CANNOT be selected when creating a new user.

- A. Locale
- B. Time Zone
- C. Language
- D. Working Hours

Answer: D

### NEW QUESTION # 219

When customers have had an issue making an online purchase on the Northern Trail Outfitters (NTO) website, they submitted

feedback about the quality of the service provided by the support team. MTO has listened to its customers and wants to make improvements.

How should the business analyst guide the conversation with stakeholders to identify meaningful process improvements?

- **A. Facilitate workshops with stakeholders to understand priorities.**
- B. Analyze CSAT numbers with stakeholders to identify major pain points.
- C. Review support team feedback survey results with stakeholders.

**Answer: A**

Explanation:

Facilitating workshops is the best way to guide conversations and identify meaningful process improvements:

\* Stakeholder Engagement: Workshops bring together diverse perspectives, enabling stakeholders to share insights and prioritize issues based on their impact and feasibility.

\* Interactive Problem-Solving: Salesforce's business analysis methodology recommends workshops as an effective way to identify root causes and collaboratively develop solutions.

\* Prioritization: The collaborative format helps stakeholders focus on key pain points and align on process improvements that deliver the most significant value.

### NEW QUESTION # 220

The business analyst (BA) at Universal Containers needs to gather information for their project including the steps a user takes to accomplish a goal, challenges a user faces, people the user interacts with, applications they use to complete the steps, and their level of morale as they move through the process.

Which elicitation technique should the BA use?

- **A. journey Mapping**
- B. Survey /Questionnaire
- C. Focus Groups

**Answer: A**

Explanation:

Explanation

The elicitation technique that the business analyst should use to gather information about the steps a user takes to accomplish a goal, challenges a user faces, people the user interacts with, applications they use to complete the steps, and their level of morale as they move through the process is journey mapping. Journey mapping is a technique that creates a visual representation of a user's experience with a product or service over time. It can help the business analyst understand how a user interacts with a product or service across different touchpoints or stages, what pain points or obstacles they encounter, what emotions or feelings they have, etc. Survey/Questionnaire is an elicitation technique that collects quantitative or qualitative data from a large number of stakeholders using predefined questions or scales. It can help the business analyst measure stakeholder satisfaction, preferences, or feedback, but not capture the details or nuances of their experience.

### NEW QUESTION # 221

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. Arrange for the sales reps to collaborate with customer service reps to learn service reps interact with Salesforce.
- B. Run reports based on usage to see where the sales reps are spending the majority of their time in Salesforce.
- **C. Host Focus group, conduct surveys, and shadow the sales reps to observe the tools they use and how they use them.**

**Answer: C**

### NEW QUESTION # 222

Universal Containers is setting up a Salesforce email integration for the sales team. Through discovery conversations, the business analyst (BA) learns the operations team also needs email integration in the near future.

What should the BA do next?

- A. Proceed with the sales team's project as planned.
- **B. Include the operations team during discovery.**
- C. Start project work for the operations team.

**Answer: B**

Explanation:

Explanation

When a business analyst learns that another team also needs email integration in the near future, they should include that team during discovery. This is because including all relevant stakeholders early in the project can help to identify common needs, avoid duplication of work, leverage synergies, and deliver value faster. The business analyst should invite the operations team to participate in discovery activities such as interviews, surveys, workshops, observations, etc., and capture their requirements, expectations, and feedback. The business analyst should also communicate the project scope, timeline, and risks to both teams and manage any changes or issues that may arise. References:

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

## NEW QUESTION # 223

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