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Salesforce Certified Business Analyst Sample Questions (Q222-Q227):

NEW QUESTION # 222
A business analyst (BA) at Universal Containers had a meeting with sales and service reps to gather requirements around contact management for a new Salesforce implementation. A sales rep wants a place to capture the names of the contact's spouse and children to help build the relationship. The BA writes the following user story.
"As a user, I need to be able to record a contact's title and role as separate data points so I know who to address for various needs of the account." Who should be listed as the persona?

- A. Contact
- B. Service rep
- C. Sales rep

Answer: C

Explanation:
The persona that should be listed in this user story is sales rep. A persona is a fictional representation of a user role or group who will benefit from a feature or functionality. It helps describe who the user is, what they want or need, and why they want or need it. The persona should be specific enough to capture the characteristics and goals of the user group, but not too specific that it excludes other potential users. The persona that should be listed in this user story is sales rep because they are the ones who want to capture the names of the contact's spouse and children to help build the relationship. Contact is not a persona that should be listed in this user story because they are not the ones who will use or benefit from this feature or functionality. They are the object of the feature or functionality, not the subject. Service rep is not a persona that should be listed in this user story because they are not the ones who want or need this feature or functionality. They may have different goals or expectations than sales reps when it comes to contact management. References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business- analyst-certification-prep/user-stories

NEW QUESTION # 223
A new business analyst (BA) wants to follow the correct order of phases in the implementation lifecycle on a Salesforce project. How should the BA approach the project?

- A. Analyze, build, operate, deliver
- B. Analyze, build, deliver, operate
- C. Analyze, operate, build, deliver

Answer: B

Explanation:
The correct order of phases in the implementation lifecycle on a Salesforce project is analyze, build, deliver, operate. In the analyze phase, the business analyst elicits requirements, maps business processes, and creates user stories. In the build phase, the development team configures and customizes Salesforce based on the user stories. In the deliver phase, the solution is tested, validated, and deployed to production. In the operate phase, the solution is monitored, maintained, and improved based on feedback and metrics. References:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/get- started-with-salesforce- business-analyst-certification-prep

NEW QUESTION # 224
In what phase of the four application lifecycle milestones does this action belong? Communicate Changes, Update Profiles and Communicate end of Changes.

- A. Build
- B. Deploy
- C. Test
- D. Plan

Answer: B

Explanation:
Communicate Changes, Update Profiles and Communicate end of Changes are actions that belong to the Deploy phase of the four

application lifecycle milestones. The Deploy phase involves moving changes from one environment to another and ensuring proper communication with stakeholders and end users. The Build phase involves creating solutions using declarative or programmatic tools based on requirements and design specifications. The Test phase involves verifying functionality, performance, security, and usability of solutions using various testing methods and tools. The Plan phase involves defining project scope, objectives, deliverables, resources, timeline, and risks. References: https://trailhead.salesforce.com/content/learn/modules /application-lifecycle-and-development-models/understand-the-application-lifecycle https://trailhead. salesforce.com/content/learn/modules/application-lifecycle-and-development-models/choose-a-development- model

NEW QUESTION # 225

Universal Containers has a new client, and the business analyst wants to leverage customer-centric discovery to ensure a successful project outcome.

Which step of this process happens before the first requirements workshop?

- A. Know Your Customer
- B. Connect With Your Customer
- C. Be Your Customer

Answer: A

Explanation:

The step "Know Your Customer" occurs before the first requirements workshop as part of the customer- centric discovery process: Understanding Background and Needs: This step focuses on researching the client's business, challenges, and goals to tailor the discovery process effectively.

Preparation for Workshops: Salesforce recommends thoroughly understanding the customer's context to ensure relevant and productive workshop discussions.

Customer-Centric Approach: Knowing the customer aligns with Salesforce's best practices for delivering value-driven solutions through empathy and preparation.

NEW QUESTION # 226

The customer service director at Universal Containers wants a self-service portal for customers using Experience Cloud. The director has a limited budget and wants the solution delivered before the end of the quarter.

After assessing several potential options, which solution should the business analyst recommend?

- A. The solution with the highest business value
- B. The solution with the lowest cost
- C. The solution with the fastest implementation time

Answer: A

Explanation:

When recommending a solution, especially under constraints such as a limited budget and tight timeline, the focus should be on delivering the highest business value. This approach ensures that the chosen solution effectively addresses the most critical needs of the business, providing significant benefits that justify the investment. While cost and implementation time are important considerations, the primary goal is to enhance customer service and satisfaction through the self-service portal, thereby achieving strategic business objectives. Selecting the option that offers the most substantial impact on service quality and customer experience, even if it's not the cheapest or quickest, will provide long-term benefits to the organization.

NEW QUESTION # 227

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