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Salesforce Certified Business Analyst Sample Questions (Q282-Q287):

NEW QUESTION # 282

The business analyst at Cloud Kicks is beginning to write user stories for its Salesforce implementation. Which three components should-be included when writing a user story?

- A. Who, what, why
- B. Who, when, why

- C. When, where, why

Answer: A

Explanation:

A user story is a short description of a feature or functionality from the perspective of an end user. It follows the format "As a <who>, I want <what>, so that <why>". The who is the user role or persona who will benefit from the feature or functionality. The what is the feature or functionality that the user wants or needs. The why is the benefit or value that the user will get from the feature or functionality. The when and where are not part of a user story format because they are usually captured in other documents or artifacts, such as acceptance criteria or wireframes. References: 1 <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories>

NEW QUESTION # 283

A sales manager at Universal Containers (UC) customized all of their list views on the Account object to include a new field. Although they have multiple list views. The sales manager prefers to keep the recently viewed list as their default list. When the manager realize they are unable to modify the recently viewed list, they reach out to UC's Salesforce team for help? What are the next steps the business analyst should take?

- A. Research AppExchange solution that offer customization options.
- **B. Document the desired outcome and research the impact of making a change.**
- C. Recommend that the user submit a ticket related to the field creation.

Answer: B

Explanation:

This answer states that documenting the desired outcome and researching the impact of making a change are the next steps that the BA should take after receiving feedback from UC's sales manager who customized all of their list views on the Account object to include a new field and realized they are unable to modify the recently viewed list. Documenting the desired outcome means that the BA records what the sales manager wants to achieve or accomplish by modifying the recently viewed list, such as filtering, sorting, or grouping by the new field. Researching the impact of making a change means that the BA investigates how modifying the recently viewed list would affect other aspects of UC's Salesforce environment, such as performance, security, usability, etc. Documenting the desired outcome and researching the impact of making a change are the next steps that the BA should take after receiving feedback from UC's sales manager because they help the BA to understand and validate the business need and expectation of the sales manager, and to evaluate and propose possible solutions or alternatives for modifying the recently viewed list. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills>

NEW QUESTION # 284

An external business analyst (BA) has been brought in to work on a Sales Cloud project for Universal Containers (UC). UC's In-house BA has created epics and user stories, but the external BA notices that one story appears to be written Incorrectly. How should the BA revise the statement below in the correct user story format? "Sales reps need to track their pipeline in Salesforce."

- A. As a sales manager, I need sales representatives to track their opportunities in Salesforce.
- **B. As a sales representative, I want to be able to track my opportunities in Salesforce so that we can forecast accurately.**
- C. As a sales manager, I want sales reps to track their opportunities in Salesforce for accurate forecast reporting.

Answer: B

Explanation:

A user story is a short, simple description of a feature told from the perspective of the person who desires the new capability, usually a user or customer of the system. It typically follows a simple template: As a <type of user>, I want <some goal> so that <some reason>. The answer C follows this template and clearly states the user role, the goal, and the reason. The answer A does not state the reason, and the answer B does not state the correct user role, as the story is about sales representatives, not sales managers. References: Certification - Business Analyst, Get Started with Salesforce Business Analyst Certification Prep, Cert Prep: Salesforce Business Analyst

NEW QUESTION # 285

A business analyst (BA) at Northern Trail Outfitters (NTO) is assigned to a project to help revamp n process. The current process used by the sales team is different than the process outlined in NTO's documentation. Which step should the BA take first?

- A. Create an Entity Relationship Diagram (ERD) of the current state.
- B. Meet with stakeholders as a group to understand the current state.
- C. Meet with stakeholders as a group to capture future requirements.

Answer: A

Explanation:

This answer states that meeting with stakeholders as a group to understand the current state is the first step that the BA should take for revamping an existing process used by the sales team at NTO. Stakeholders are the people who have a significant interest or influence in the project outcome, such as the sales team, the sales manager, the customers, etc. Meeting with stakeholders as a group means that the BA facilitates a discussion or a workshop with the stakeholders to elicit their needs, expectations, pain points, and opportunities related to the existing process. Understanding the current state means that the BA analyzes and documents how the existing process works or does not work, what are its inputs, outputs, steps, decisions, roles, etc. Meeting with stakeholders as a group to understand the current state is the first step that the BA should take for revamping an existing process because it helps the BA to establish a baseline or a reference point for identifying and validating the gaps or issues in the existing process, and for designing and proposing improvements or solutions for the future state.

NEW QUESTION # 286

Cloud Kicks is creating a new lead conversion process in Sales Cloud. During a recent sprint, the business analyst created user stories related to the Opportunity object. Test scripts were created for the lead conversion process. All of the test scripts passed and the new functionality was deployed. After deployment, end users reported error messages when manually creating new Opportunities.

Which area of user acceptance testing (UAT) was overlooked?"

- A. End users who are experts in that functionality should participate in UAT.
- B. Functionality on interconnected objects should be part of UAT.
- C. Several teams should be part of UAT to represent multiple viewpoints.

Answer: B

NEW QUESTION # 287

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