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Salesforce Certified Business Analyst Sample Questions (Q29-Q34):

NEW QUESTION # 29

Cloud Kicks is planning to create a new Service Cloud console app for its services team to resolve issues with delayed shipments to customers. The business analyst (BA) wrote the user stories based on a written list of requirements provided by the manager of the services team. Upon stakeholder review with the entire services team, many of the user stories were rejected and the BA had to revise them.

When the BA wrote the initial user stories, what was the likely cause of the issue?

- **A. The project team failed to discuss the user stories as a group.**
- B. The acceptance criteria of the user stories were too specific.
- C. The user stories focused on well-defined personas.

Answer: A

Explanation:

The likely cause of the issue was that the project team failed to discuss the user stories as a group before writing them. This could lead to misunderstandings, misalignment, or missing information among the stakeholders and the business analyst. The best practice for writing user stories is to collaborate with all relevant stakeholders and use techniques such as brainstorming, story mapping, or story splitting to elicit and prioritize user needs. The user stories should also be validated and reviewed by all stakeholders before finalizing them. The user stories focusing on well-defined personas is not a likely cause of the issue because personas are useful tools to represent different types of users and their goals, needs, and pain points. The acceptance criteria of the user stories being too specific is not a likely cause of the issue because acceptance criteria are statements that define how to verify that a user story is completed and meets the user's expectations. References: 1 <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories>

NEW QUESTION # 30

The scrum team working on Salesforce projects at Northern Trail Outfitters plans to review the current build with stakeholders to gather feedback. The business analyst will facilitate the meeting.

Which type of meeting should be held?

- **A. Sprint review**
- B. Retrospective
- C. Daily stand-up

Answer: A

Explanation:

This answer selects sprint review as the type of meeting that should be held to review the current build with stakeholders and gather feedback. A sprint review is a meeting that takes place at the end of each sprint in the scrum methodology, where the development team demonstrates the working product increment to the stakeholders and collects their feedback. A sprint review helps to validate the requirements, evaluate the progress, and adjust the priorities for the next sprint. References:

<https://trailhead.salesforce.com/en/content>

[/learn/modules/agile-development-with-scrum/perform-a-sprint-review](#)

NEW QUESTION # 31

The VP of sales at Clod Kicks wants to streamline the lead qualification process to improve the team's productivity and help them reach their target goals. A business analyst (BA) has been assigned to the project to identify the disconnect between the sales and marketing teams' definition of a qualified lead?

What should the BA focus on?

- A. Evaluating team's skill and experience to determine how they can better align.
- B. Mapping historical lead data from each team and building charts to highlight similarities
- **C. Scheduling and all-day collaboration workshop with both team to resolve their differences**

Answer: C

Explanation:

The business analyst should focus on scheduling an all-day collaboration workshop with both teams to resolve their differences around contact management for a new Salesforce implementation. A collaboration workshop is a technique to bring together different stakeholders to share information, discuss issues, generate ideas, make decisions, or reach consensus on a topic or problem. Scheduling an all-day collaboration workshop with both teams can help identify their needs, expectations, pain points, goals, and priorities around contact management and find common ground or alignment among them. Mapping historical lead data from each team and building charts to highlight similarities is not a good option because it would not address the disconnect between the sales and marketing teams' definition of a qualified lead, which is related to contact management, not lead management. Evaluating team's skill and experience to determine how they can better align is not a good option because it would not address the

disconnect between the sales and marketing teams' definition of a qualified lead, which is related to contact management, not skill or experience.

References: 1 <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/collaborate-with-stakeholders>

NEW QUESTION # 32

Universal Containers (UC) has chosen to implement Sales Cloud and Service Cloud to increase revenue and remove bottlenecks in its current processes. A business analyst (BA) is tasked with diagramming business processes.

What should the BA do to successfully meet governance requirements to identify the business purpose?

- A. Identify resources engaged in each step.
- B. Use UC's existing terminology.
- C. Adhere to agreed upon mapping standards.

Answer: C

Explanation:

To successfully meet governance requirements to identify the business purpose, the business analyst should adhere to agreed upon mapping standards. Mapping standards are guidelines or conventions that define how to create and document business process maps. They help to ensure consistency, clarity, and quality of the process maps across different projects and teams. They also help to align the process maps with the business objectives and requirements, and support regulatory considerations. References:

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

NEW QUESTION # 33

Which users will be able to reset a Single Sign-On User Password?

- A. Only the Admin
- B. Admin and Users with the right permission sets.
- C. The SSO Manager
- D. Users above the SSO user in the role hierarchy.

Answer: A

Explanation:

Only the Admin can reset a Single Sign-On user password because they have the Manage Users permission.

The SSO Manager, users above the SSO user in the role hierarchy, and users with the right permission sets cannot reset a Single Sign-On user password unless they also have the Manage Users permission. References:

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

NEW QUESTION # 34

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