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Salesforce Certified Business Analyst Exam Sample Questions (Q112-Q117):

NEW QUESTION # 112

The sales team at Universal Containers (UC) has been using multiple tools to track opportunities, leading to inaccurate forecasting and an unclear picture of UC's sales pipeline. UC has appointed a project team to implement Sales Cloud to help resolve these issues. The sales team doubts the new tool will meet their needs and is concerned it will be difficult to use. The business analyst (BA) assigned to the project knows the stakes are high to get the right solution in place.

Using their influence, what should the BA do to gain the necessary buy-in and support from the sales team to ensure a solution meets the requirements?

- A. Present the pros and cons of the decision by using logic and facts.
- B. Demonstrate the BA's expertise and clearly state the decision is final.
- C. Ask questions to understand their needs and focus on shared goals.

Answer: C

Explanation:

The business analyst should do to gain the necessary buy-in and support from the sales team to ensure a solution meets the requirements is to ask questions to understand their needs and focus on shared goals.

Asking questions is an elicitation technique that allows the business analyst to gather information, clarify assumptions, or validate understanding from stakeholders. It can help the business analyst understand the sales team's doubts or concerns about the new tool, and address them with empathy or evidence. Focusing on shared goals is a collaboration technique that aligns stakeholders on a common vision or outcome for a project or initiative. It can help the business analyst show how the new tool will benefit the sales team and meet their expectations or needs. Presenting the pros and cons of the decision by using logic and facts may not be an effective way to gain buy-in and support from the sales team because it may not address their emotional or psychological barriers or resistance to change. Demonstrating expertise and clearly stating the decision is final may not be an effective way to gain buy-in and support from the sales team because it may not involve them in the decision-making process or respect their opinions or feedback.

References:

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

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

NEW QUESTION # 113

New interns at Universal Containers have been tasked with following a new process to import leads from a spreadsheet into Salesforce. A business analyst is mapping the process to document the overall lead creation process.

What should the process map look like?

- A. A very detailed process map that is unambiguous and version controlled
- B. A somewhat detailed process map that is easy to remember and self-explanatory
- C. A simple process map that is high-level and covers key aspects

Answer: A

Explanation:

This answer states that using a somewhat detailed process map that is easy to remember and self-explanatory is what the process map should look like for documenting the process of importing leads from a spreadsheet into Salesforce for new interns at Universal Containers. A somewhat detailed process map means that the BA includes enough information to describe the main steps, inputs, outputs, and decisions of the process, but not too much information that might overwhelm or confuse the new interns. A somewhat detailed process map can help the BA to make the process easy to remember and self-explanatory by using simple language, clear symbols, and logical flow. A somewhat detailed process map can also help the BA to provide an effective training tool for the new interns.

NEW QUESTION # 114

A business analyst (BA) is working with the support team at Cloud Kicks (CK) on a Service Cloud implementation. The BA has decided to create a process map to understand CK's current merchandise return process.

What are the top three benefits of creating a process map?

- A. Identifies improvements, decreases project costs, and starts the change process
- B. Engages stakeholders, identifies improvements, and starts the change process
- C. Builds accountability, increases revenue, and decreases overall time spent on requirements

Answer: C

NEW QUESTION # 115

Universal Containers is implementing a Salesforce solution that's designed to transform its customer service division. During sprint planning, it was determined that the development team would be able to successfully deliver all remaining work items. However, due to unplanned delays, the development team is now at risk of being unable to complete the work items.



Work Item	User Story	Epic	Priority	Effort
US-4007	Case Closure Action	Case Closure	High	12 hours
US-4008	Case Reason Reports	Case Reports	Medium	12 hours
US-4009	Case Age Report	Case Reports	Medium	4 hours
US-4010	Case Routing by Type	Case Routing	Low	12 hours

The project manager has asked for the business analyst's (BA) help to prioritize the remaining work items. The development team has 16 hours of capacity remaining and is focused on launching a minimum viable product (MVP) of the customer service solution as soon as possible.

Which work items should the BA prioritize with the remaining 16 hours of development capacity?

- A. US-4009 and US-4010
- B. US-4008 and US-4009
- C. US-4007 and US-4009

Answer: C

Explanation:

The business analyst should prioritize US-4007 and US-4009 because they are the most critical work items.

US-4007 is the work item that will allow customers to submit support tickets, and US-4009 is the work item that will allow customer service representatives to view and respond to support tickets. These two work items are essential for the MVP to be functional.

US-4008 is a less critical work item because it will allow customers to track the status of their support tickets.

This work item is important, but it is not essential for the MVP to be functional.

US-4010 is the least critical work item because it will allow customers to rate the quality of customer service.

This work item is important, but it is not essential for the MVP to be functional.

In conclusion, the business analyst should prioritize US-4007 and US-4009 because they are the most critical work items. These two work items are essential for the MVP to be functional.

NEW QUESTION # 116

Which method should a business analyst use to show current state business flows in Salesforce?

- A. Entity Relationship Diagramming
- B. Universal Process Notation
- C. Storyboarding

Answer: B

NEW QUESTION # 117

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