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## Salesforce Certified Business Analyst Sample Questions (Q28-Q33):

### NEW QUESTION # 28

The sales teams at Universal Containers (UC) want to add a custom field to a page layout. The IT manager reminds the business analyst (BA) that UC uses the Application Lifecycle Management (ALM) process. The addition of the custom field and subsequent release to everyone in the organization must follow this process.

What is the first step in the ALM process that should be taken?

- **A. Gather requirements and analyze them.**
- B. Add a custom field to a page layout in a sandbox.
- C. Obtain a change order from the customer.

**Answer: A**

Explanation:

This answer states that gathering requirements and analyzing them is the first step in the Application Lifecycle Management (ALM) process that should be taken for adding a custom field to a page layout in a sandbox for Universal Containers. ALM is a framework that defines and manages the stages involved in developing, testing, deploying, and maintaining a software application. ALM typically consists of these steps:

gather requirements and analyze them, design and build solutions, test solutions, deploy solutions, and maintain solutions. Gathering requirements and analyzing them means that the BA identifies and understands the business needs and expectations of the stakeholders or users, and defines what the solution must do or have to meet them. References:

<https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models>

### NEW QUESTION # 29

Northern Trail Outfitters is starting a project to implement Service Cloud for the customer service department.

Which activity should be handled by a business analyst assigned to this project?

- A. Manage existing Salesforce applications and activities.
- B. Work with Salesforce to purchase the necessary licenses.
- **C. Understand current business processes and document existing functionality.**

**Answer: C**

Explanation:

A business analyst assigned to a Service Cloud project should understand the current business processes and document the existing functionality of the customer service department. This will help them identify the gaps, pain points, and opportunities for improvement. Working with Salesforce to purchase the necessary licenses is a task for the project manager or sponsor. Managing existing Salesforce applications and activities is a task for the administrator or developer. References:

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

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

### NEW QUESTION # 30

Sales managers at Northern Trail Outfitters (NTO) have received feedback from sales reps that record pages are slow and often take longer to load when using the app on the phone. The business analyst (BA) has been asked to evaluate NTO's org to find out which pages are the slowest to load when using the app on the phone.

What is the first step the BA should take to help resolve the issue?

- A. Confirm steps to reproduce the issue.
- B. Create a new page layout for the phone.
- **C. Use performance analyzer to view the assessment.**

**Answer: C**

Explanation:

The performance analyzer is a tool that helps business analysts and admins identify and troubleshoot performance issues on record pages. It shows the load time of each component on a record page and provides recommendations to improve performance. The first step to resolve the issue is to use the performance analyzer to view the assessment and identify the slowest components.

References:

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

[https://help.salesforce.com/s/articleView?id=sf.performance\\_analyzer.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.performance_analyzer.htm&type=5)

### NEW QUESTION # 31

The lead business analyst (BA) at Cloud Kicks is putting together user Stories for the new sales process that will be implemented in Sales Cloud. The lead BA is advising junior BAS on how to construct a user story. What should the lead BA tell the junior BAs to include in a user story?

- A. Include who, What, and why
- B. Include technical details
- C. Include the V2MOM structure

**Answer: A**

Explanation:

The lead BA should tell the junior BAs to include who, what, and why in a user story. Who, what, and why are the essential elements of a user story that define who is requesting a feature or functionality (the user or persona), what they want to achieve or accomplish (the goal or value), and why they want it (the reason or benefit). A user story should include who, what, and why because it helps to:

Clarify the scope, functionality, and quality of the user story

Provide a basis for testing and validating the work done

Ensure that it meets the user's needs and expectations The other options are either incorrect or irrelevant.

Option A is incorrect because V2MOM is a structure that defines an organization's vision, values, methods, obstacles, and measures, not a user story. Option C is incorrect because technical details are not part of a user story, but rather part of acceptance criteria or design specifications. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories>

### NEW QUESTION # 32

The business analyst (BA) at Northern Trail Outfitters is getting ready to kick off a new Service Cloud project with the retail division to turn on the Web-to-Case functionality. The BA wants to better understand business processes so they can accurately scope the project.

Which type of documentation should the BA utilize?

- A. Current state analysis
- B. Use cases
- C. Object models

**Answer: A**

Explanation:

The type of documentation that the business analyst should utilize to better understand business processes so they can accurately scope the project is current state analysis. Current state analysis is a technique that involves assessing and documenting how a business process or workflow is currently performed in an organization. Current state analysis helps to establish a baseline for measuring the current state of performance, identify pain points and opportunities for improvement, and align with the desired business outcomes. Current state analysis can be done using tools such as interviews, observations, surveys, or process maps.

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

### NEW QUESTION # 33

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