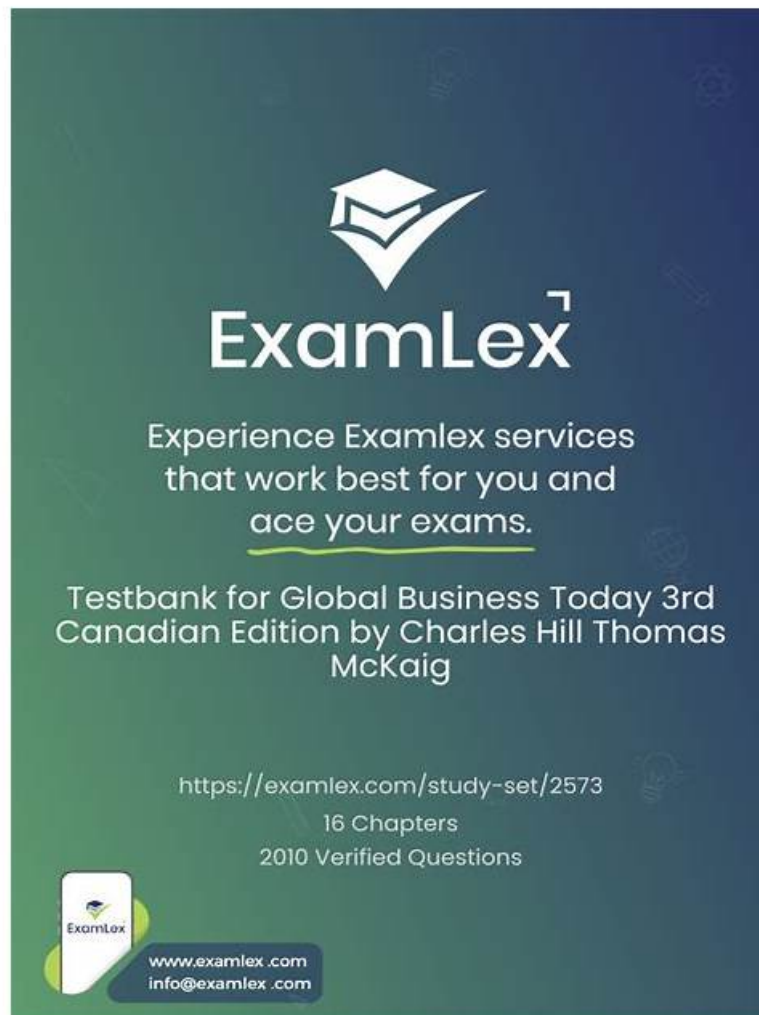


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## Salesforce Certified Business Analyst Exam Sample Questions (Q24-Q29):

### NEW QUESTION # 24

Universal Containers has scheduled a meeting with stakeholders, business analysts (BAs), and technical resources to review user stories. A BA reviews the user stories in advance of the meeting and notices that some best practices have been ignored. The first user story is focused on escalating cases in Service Cloud:

"The customer service agent needs the ability to escalate a case so they can assign high-risk cases to tier 2 support for faster resolution."

Acceptance Criteria:

1. Add permission set
2. Users can escalate cases
3. Create fields on the Case object
4. Reports

Which best practice was ignored?

- A. The "why" of the user story is focused on user needs.
- B. The "who" of the user story is well-defined.
- C. The "what" of the acceptance criteria is negotiable.

**Answer: A**

### NEW QUESTION # 25

Which type of process diagram should the business analyst use at the beginning of a Salesforce project to outline high-level process areas such as "Prospect to Contract"?

- A. SIPOC (Suppliers, Inputs, Process, Outputs, Customers)
- B. Value stream map
- C. Capability model

**Answer: C**

Explanation:

This answer states that using a capability model is the type of process diagram that the BA should use at the beginning of a Salesforce project to outline high-level process areas such as "Prospect to Contract". A capability model is a diagram that shows what an organization does at a high level of abstraction, without going into details of how it does it. A capability model can help the BA to identify and group related business activities or functions into capability areas or domains, such as sales, marketing, service, or finance. A capability model can also help the BA to align business processes with business goals and strategies.

References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business>

### NEW QUESTION # 26

The business analyst at Cloud Kicks is using a checklist to assess the quality of user stories for an upcoming Experience Cloud implementation.

Which characteristics make a user story successful?

- A. Independent, Negotiable, Valuable, Estimable. Small, Testable
- B. Actionable., Concise, Testable, Solution-oriented, Defined
- C. Clean Direct, Concise, Cross Functional, Configurable

**Answer: A**

Explanation:

these are the characteristics that make a user story successful, according to the INVEST acronym. A user story should be independent of other user stories, negotiable in terms of scope and details, valuable to the user or customer, estimable in terms of

effort and time, small enough to fit in a sprint or iteration, and testable with clear acceptance criteria. References:  
<https://trailhead.salesforce.com/content/learn/modules/user-story-creation/learn-about-user-stories>

#### NEW QUESTION # 27

A business analyst (BA) working on a Service Cloud implementation is reviewing user stories to verify they are written effectively. What should the BA confirm about the user stories when completing this review?

- A. They contain substantial details and focus on technical elements.
- B. They are dependent on related acceptance criteria and overlap with other use cases.
- C. They can be easily prioritized and are small enough to estimate accurately.

**Answer: C**

Explanation:

Explanation

The business analyst should confirm that the user stories are written effectively by checking that they can be easily prioritized and are small enough to estimate accurately. User stories are short and simple descriptions of a feature or functionality from the perspective of an end user or customer. User stories should follow the INVEST criteria, which stands for Independent, Negotiable, Valuable, Estimable, Small, and Testable. User stories that can be easily prioritized and are small enough to estimate accurately are more likely to meet the Estimable and Small criteria. Estimable means that a user story should have enough information and clarity to allow developers and testers to estimate the effort and time required to complete it. Small means that a user story should be simple and concise, and it should be able to be completed within a single sprint by a single developer or a small team.

References:<https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories>

#### NEW QUESTION # 28

Universal Containers is rolling out Sales Cloud for the contract renewals team. The team has expressed resistance to learning another platform and changing their processes. The business analyst (BA) shows them a video case study of a contract renewals team at another company that successfully adopted Sales Cloud, which shortened its time to close and increased its close rate by 30%.

Which influencing style is the BA using?

- A. Collaborative
- B. inspiring
- C. Accommodating

**Answer: B**

Explanation:

Explanation

The influencing style that the BA is using is inspiring. Inspiring is a style that appeals to the emotions and values of the stakeholders, and motivates them to achieve a shared vision or goal. The BA is using an inspiring style by showing them a video case study of a contract renewals team at another company that successfully adopted Sales Cloud, which shortened its time to close and increased its close rate by 30%. This helps to create a positive and aspirational image of what Sales Cloud can do for them, and encourages them to overcome their resistance and embrace the change. References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-stakeholder-management/influence-s>

#### NEW QUESTION # 29

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