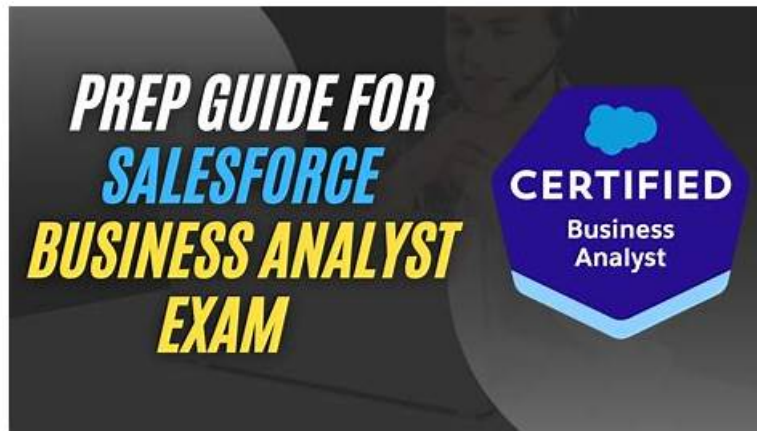


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Salesforce Certified Business Analyst Sample Questions (Q115-Q120):

NEW QUESTION # 115

Universal Containers is planning to implement Commerce Cloud to sell more products. The business analyst working on this project has gathered requirements and is translating them into user stories.

What should the user story focus on?

- A. Product functionality
- B. Customer experience
- C. Sales margins

Answer: B

Explanation:

The user story should focus on customer experience. Customer experience is the perception and feeling that a customer has when

interacting with a product or service. Customer experience is a key factor that influences customer satisfaction, loyalty, retention, and advocacy. A user story should focus on customer experience because it helps to define the value or benefit that the customer expects from the product or service, and provides a basis for designing and developing the solution that meets or exceeds the customer's needs and expectations. The other options are either irrelevant or incomplete. Option A does not focus on customer experience, but rather on sales margins, which are an internal metric that may not reflect the customer's perception or feeling. Option C does not focus on customer experience, but rather on product functionality, which is only one aspect of customer experience and may not address the customer's emotional or psychological needs. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories>

NEW QUESTION # 116

A business analyst (BA) is compiling a list of subject matter experts to consult throughout the discovery for a new Service Cloud implementation.

What is the primary value of the BA speaking with customer service reps?

- A. Validating current processes
- B. Estimating the project cost
- C. Building solution design consensus

Answer: A

Explanation:

The primary value of the business analyst (BA) speaking with customer service reps during the discovery for a new Service Cloud implementation is validating current processes. Customer service reps are the end users of Service Cloud and they can provide valuable insights into how they perform their tasks, what challenges they face, and what expectations they have from the new system. The BA can use this information to validate or update the current process maps and identify areas for improvement. Estimating the project cost is not a value of speaking with customer service reps, as this is usually done by project managers or sponsors based on resource allocation and budget constraints. Building solution design consensus is not a value of speaking with customer service reps, as this is usually done by solution architects or developers based on technical feasibility and best practices. References: <https://trailhead.salesforce.com/content/learn/modules/business-analysis-for-salesforce-projects/understand-the-salesforce-implementation-lifecycle> <https://trailhead.salesforce.com/content/learn/modules/business-analysis-for-salesforce-projects/analyze-business-processes-and-requirements>

NEW QUESTION # 117

The business analyst (BA) on the Salesforce development team at Northern Trail Outfitters is leading a requirements elicitation workshop about the process for onboarding new wholesale partners. While whiteboarding the process, one stakeholder continuously interrupts and points out inefficiencies with invoicing and delivery processes.

What should the BA do to prevent the session from being derailed?

- A. Ask the stakeholder to focus on the onboarding process.
- B. Add the stakeholder's concerns to a "parking lot" for further discussion.
- C. Shift the conversation from onboarding to the stakeholder's concerns.

Answer: B

Explanation:

The best practice for preventing a session from being derailed by an off-topic stakeholder is to use a "parking lot" technique. A parking lot is a list of topics or issues that are not relevant to the current session but may need further discussion or resolution later. The BA should add the stakeholder's concerns to a parking lot for further discussion, and acknowledge that they are important but out of scope for the current session. This way, the BA can keep the session focused on the onboarding process and avoid wasting time or losing engagement from other stakeholders. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/plan-and-facilitate-a-process-mapping-session>

NEW QUESTION # 118

Northern Trail Outfitters follows an Agile methodology for its Marketing Cloud projects. The project team creates several types of documents.

Which document should a business analyst use to capture the software and behavioral requirements of the application?

- A. System requirements specification
- **B. Functional requirements specification**
- C. Scope statement specification

Answer: B

Explanation:

A functional requirements specification is a document that describes the software and behavioral requirements of an application, such as what features it should have and how it should behave under different scenarios. It can help communicate the expectations and needs of the stakeholders to the development team. A scope statement specification is a document that defines the project scope, objectives, deliverables, assumptions, constraints, and exclusions. It does not describe the software and behavioral requirements of an application. A system requirements specification is a document that describes the technical requirements of an application, such as hardware, software, security, performance, and reliability. It does not describe the software and behavioral requirements of an application. References: 1 <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/requirements>

NEW QUESTION # 119

Cloud Kicks leadership wants to use custom code for functionality that can easily be created declaratively in Sates Cloud. The business analyst (BA) has been asked to advise leadership on how these approaches impact their solution options. What is one of the BA's strongest arguments for using configuration over code?

- **A. Configuration allows for any level of complexity.**
- B. Configuration provides faster speed to market.
- C. Configuration leverages multiple programming languages.

Answer: A

Explanation:

One of the BA's strongest arguments for using configuration over code is that configuration provides faster speed to market. Speed to market is the time it takes to deliver a product or service from conception to launch. Speed to market is important for gaining competitive advantage, meeting customer demand, and maximizing revenue potential. Configuration provides faster speed to market than code because it allows for creating and modifying functionality in Salesforce without writing code or deploying changes. Configuration can be done by using point-and-click tools such as App Builder, Process Builder, Flow Builder, Lightning Web Components Builder, etc., which are easy to use and require less technical skills than coding. Configuration also reduces the risk of errors or bugs that may occur with code and require more testing or debugging time. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional-requirements/evaluate-s>

NEW QUESTION # 120

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