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Salesforce Certified Business Analyst Sample Questions (Q279-Q284):

NEW QUESTION # 279

The business analyst (BA) at Northern Trail Outfitters needs to create a current state process map for a Service Cloud implementation with its retail division. The BA needs a simple diagramming notation for the process map that is applicable across all industries, provides context for metrics and management decisions, and supports regulatory considerations.

Which diagramming notation should the BA use for the process map?

- A. Business Process Modeling Notation (BPMN)
- B. Unified Modeling Language (UML)
- C. Universal Process Notation (UPN)

Answer: C

Explanation:

This answer selects Universal Process Notation (UPN) as the diagramming notation that the BA should use for the process map. UPN is a simple and standardized way of creating process maps, using only four symbols: activity, decision, start/end, and annotation. UPN can help the BA create a process map that is applicable across all industries, provides context for metrics and management decisions, and supports regulatory considerations. References:

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

NEW QUESTION # 280

Cloud Kicks is preparing for User Acceptance testing (UAT) related to an upcoming major release.

To which environment should a business analyst recommend that users log in to complete their assigned testing?

- A. Developer
- B. Production
- C. Full Sandbox

Answer: C

Explanation:

This answer states that a full sandbox is what users should log in to complete their assigned testing for preparing for UAT related to an upcoming major release at Cloud Kicks. A full sandbox is a type of sandbox that copies all data and metadata from an organization's production environment into an isolated environment for development, testing, or training purposes. A full sandbox is what users should log in to complete their assigned testing because it provides a realistic and accurate representation of how the new functionality would work in production, and it allows users to test without affecting live data or operations. References:

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

NEW QUESTION # 281

Universal Container wants to implement a solution to help it track and analyze its carbon emission in an effort to meet its new initiatives. The CEO has reached out to the product development team for assistance. The business analyst (BA) has begun exploring potential solutions based on the requirements.

What should the BA do first?

- A. Use CRM Analyst actionable insights.
- B. Review relevant apps on the AppExchange
- C. Investigate building a custom app.

Answer: B

Explanation:

This answer states that reviewing relevant apps on the AppExchange is what the BA should do first after exploring potential solutions based on the requirements for helping UC track and analyze its carbon emission in an effort to meet its new initiatives. AppExchange is a marketplace where customers can find, try, and install apps that extend Salesforce functionality. Reviewing relevant apps on the AppExchange means that the BA searches, evaluates, and compares apps that can help UC track and analyze its carbon emission in an effort to meet its new initiatives, such as Carbon Calculator, Carbon Tracker, Carbon Footprint, etc.

Reviewing relevant apps on the AppExchange is what the BA should do first after exploring potential solutions because it helps the BA to find existing solutions that can meet UC's requirements without building a custom app, and to save time, cost, and effort. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills>

NEW QUESTION # 282

During a requirements workshop, the marketing team mentions they need help reporting on their marketing effort return on investment (ROI). They ask for a new field on the Opportunity object named "Customer Origin".

What should the business analyst do next?

- A. Ask follow-up questions to determine if standard Salesforce functionality around Leads, Campaigns, and Opportunities could meet this need.
- B. Explain to the customer that the workshop is focused on documenting requirements, rather than solutioning, and write down their pain points
- C. **Write the user story: As a marketer, I need to track customer origin on Opportunity so that I can report on the ROI of our marketing efforts.**

Answer: C

Explanation:

When the marketing team expresses a need for a new field to track ROI, the BA should explore existing Salesforce functionalities before customizing. Salesforce provides robust features around Leads, Campaigns, and Opportunities that can potentially track marketing efforts and their outcomes. By asking follow-up questions, the BA can understand the specific requirements and assess whether these can be met with standard features, which is often more efficient and sustainable than adding custom fields. This approach aligns with Salesforce best practices of leveraging out-of-the-box functionality to meet business needs, ensuring system simplicity and maintainability.

NEW QUESTION # 283

Northern Trail Outfitters wants to reduce the amount of time it takes for customers to receive their orders after making an online purchase.

Which initial steps should the business analyst take to help determine why the order management and fulfillment process is slow?

- A. **Work with stakeholders to identify relevant processes, select a key process with defined start and end points, and collaborate with process owners and users to create a current state process map.**
- B. Conduct interviews with stakeholders in the order management and fulfillment departments to identify individual pain points and brainstorm process improvement solutions.
- C. Create a process map that includes detailed steps related to order management and fulfillment, analyze the process map for inefficiencies, and present findings to leadership.

Answer: A

Explanation:

The initial steps that the business analyst should take to help determine why the order management and fulfillment process is slow are: Work with stakeholders to identify relevant processes, such as order placement, order confirmation, order processing, order shipping, order tracking, etc.

Select a key process with defined start and end points, such as order processing, which involves verifying customer information, checking inventory availability, allocating products, generating invoices, etc.

Collaborate with process owners and users to create a current state process map, which shows how the order processing process is currently performed in Salesforce, what steps or activities are involved, what inputs or outputs are used or produced, what decisions are made, what roles or systems are interacted with, etc.

These steps help 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. References:

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

NEW QUESTION # 284

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