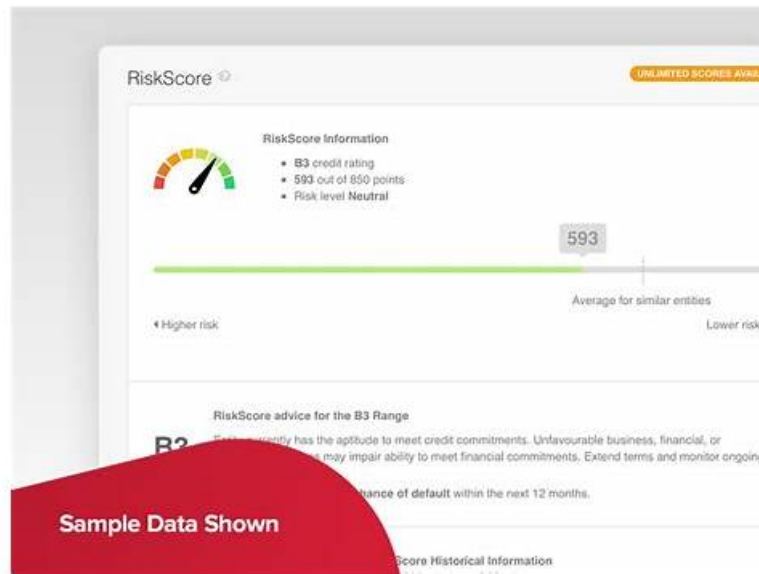


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Salesforce Certified Business Analyst Exam Sample Questions (Q288-Q293):

NEW QUESTION # 288

A business analyst (BA) at Universal Containers had a meeting with sales and service reps to gather requirements around contact management for a new Salesforce implementation. A sales rep wants a place to capture the names of the contact's spouse and children to help build the relationship. The BA writes the following user story.

"As a user, I need to be able to record a contact's title and role as separate data points so I know who to address for various needs of the account." Who should be listed as the persona?

- A. Sales rep
- B. Contact
- C. Service rep

Answer: A

Explanation:

The persona that should be listed in this user story is sales rep. A persona is a fictional representation of a user role or group who will benefit from a feature or functionality. It helps describe who the user is, what they want or need, and why they want or need it. The persona should be specific enough to capture the characteristics and goals of the user group, but not too specific that it excludes other potential users. The persona that should be listed in this user story is sales rep because they are the ones who want to capture the names of the contact's spouse and children to help build the relationship. Contact is not a persona that should be listed in this user story because they are not the ones who will use or benefit from this feature or functionality. They are the object of the feature or functionality, not the subject. Service rep is not a persona that should be listed in this user story because they are not the ones who want or need this feature or functionality. They may have different goals or expectations than sales reps when it comes to contact management. References:

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

NEW QUESTION # 289

The business analyst (BA) at Universal Containers is meeting with business leaders to elicit and document functional requirements specifications related to its new Salesforce implementation. The BA will also document the functionality this system should provide so it can be developed into a work item.

What is the name of this documentation type?

- A. User story
- B. Use case
- C. Business analysis plan

Answer: A

Explanation:

Explanation

A user story is a type of documentation that describes what functionality a system should provide from a user's perspective. It is written in simple language that anyone can understand and follows a standard format of "As a [user role], I want [functionality], so that [benefit]". A user story helps to capture the user's needs and expectations from the system and provides a basis for developing test cases and acceptance criteria. A BA should use user stories to document the functionality that a system should provide so it can be developed into a work item. References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories>

NEW QUESTION # 290

A business analyst (BA) is reviewing the risks associated with a proposed solution leveraging Cases and Support Queues, and the effect that those risks might have on the project timeline.

Which type of analysis is the BA performing?

- A. Stakeholder Analysis
- B. Strategy Analysis
- C. Enterprise Analysis

Answer: B

Explanation:

Strategy analysis is the process of identifying and evaluating the risks and benefits of a proposed solution, as well as its alignment with the business goals and objectives. A business analyst performs strategy analysis to understand the impact of a solution on the project timeline, budget, scope, quality, and stakeholders.

References:

* <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/perform-strategy-analysis>

* <https://www.iiba.org/standards-and-resources/babok/strategy-analysis/>

NEW QUESTION # 291

Cloud Kicks is implementing cases to handle its growing volume of customer inquiries. The Business analyst (BA) on the implementation has 2 years of experience with Service Cloud. This is one of the user stories the BA wrote for the implementation: A customer service representative wants to use Salesforce Macros to update notes and change the case stats to close to reduce the time spent on each case.

Which mistake did the BA make when writing this user story?

- A. The incorrect persona was used in the story.
- B. The story explained the value to the user.
- C. The story included feature-specific language.

Answer: C

Explanation:

Explanation

The mistake that the business analyst made when writing this user story was that the story included feature-specific language rather than focusing on what needs to be achieved by implementing this feature or functionality. For example, specifying that "a customer service representative wants to use Salesforce Macros" implies a particular design choice rather than describing what outcome should be achieved by reducing the time spent on each case (such as automating repetitive tasks or streamlining workflows). User stories should be aligned with the user's goal rather than prescribing how to achieve it so that they do not limit creativity or innovation in finding solutions. User stories should also be small and testable so that they can be easily verified by using techniques such as scenarios or test cases. The incorrect persona was not used in the story because customer service representative is a valid user role or persona who will benefit from this feature or functionality. The story explained the value to the user rather than focusing on what needs to be achieved by implementing this feature or functionality because reducing the time spent on each case is a benefit or value that the customer service representative will get from this feature or functionality. References:

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

NEW QUESTION # 292

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. Create a new page layout for the phone.
- B. Confirm steps to reproduce the issue.
- 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/op>

* https://help.salesforce.com/s/articleView?id=sf.performance_analyzer.htm&type=5

NEW QUESTION # 293

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