

Salesforce BA-201 Web-Based Practice Exam - Reliable Online Self-Assessment Test



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Salesforce Certified Business Analyst Sample Questions (Q60-Q65):

NEW QUESTION # 60

The sales team at Universal Containers (UC) has been using multiple tools to track opportunities, leading to inaccurate forecasting and an unclear picture of UC's sales pipeline. UC has appointed a project team to implement Sales Cloud to help resolve these issues. The sales team doubts the new tool will meet their needs and is concerned it will be difficult to use. The business analyst

(BA) assigned to the project knows the stakes are high to get the right solution in place.

Using their influence, what should the BA do to gain the necessary buy-in and support from the sales team to ensure a solution meets the requirements?

- A. Ask questions to understand their needs and focus on shared goals.
- B. Demonstrate the BA's expertise and clearly state the decision is final.
- C. Present the pros and cons of the decision by using logic and facts.

Answer: A

Explanation:

The business analyst should do to gain the necessary buy-in and support from the sales team to ensure a solution meets the requirements is to ask questions to understand their needs and focus on shared goals.

Asking questions is an elicitation technique that allows the business analyst to gather information, clarify assumptions, or validate understanding from stakeholders. It can help the business analyst understand the sales team's doubts or concerns about the new tool, and address them with empathy or evidence. Focusing on shared goals is a collaboration technique that aligns stakeholders on a common vision or outcome for a project or initiative. It can help the business analyst show how the new tool will benefit the sales team and meet their expectations or needs. Presenting the pros and cons of the decision by using logic and facts may not be an effective way to gain buy-in and support from the sales team because it may not address their emotional or psychological barriers or resistance to change. Demonstrating expertise and clearly stating the decision is final may not be an effective way to gain buy-in and support from the sales team because it may not involve them in the decision-making process or respect their opinions or feedback.

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

[https://trailhead.](https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders)

[salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders](https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders)

NEW QUESTION # 61

Which of the Salesforce app providers will be able to unlock a locked user with their phones?

- A. Only those that download the app from the App Exchange.
- B. Android (Google Play)
- C. All of them.
- D. iOS (App Store)

Answer: C

Explanation:

All of the Salesforce app providers will be able to unlock a locked user with their phones. The Salesforce app is available for iOS (App Store), Android (Google Play), and Windows 10 devices, and it allows users to unlock themselves using biometric authentication or a verification code sent to their email or phone number.

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

NEW QUESTION # 62

The delivery team at Cloud Kicks is getting ready to demonstrate some new Sales Cloud functionality for a project's stakeholders.

The business analyst has prepared a demo script, created test data in the sandbox, and tested the new functionality.

Which additional activity is most likely to result in a successful sprint demo?

- A. Performing a code review
- B. Conducting multiple dry runs
- C. Exporting a backup copy of the demo data

Answer: A

NEW QUESTION # 63

Cloud Kicks wants to assess the efficiency of its Sales Cloud solution to eliminate unnecessary steps and cut costs. A business analyst (BA) will give a presentation to executives to help them understand the current state and define the future state.

Which document should the BA use for the presentation?

- A. A collection of use cases

- B. A persona journey map
- C. A business process model

Answer: C

Explanation:

A business process model is a visual representation of how a business operates and how different activities are connected. It can help executives understand the current state and define the future state of a business process.

A persona journey map is a tool to understand the needs, goals, and pain points of a specific user group. A collection of use cases is a set of scenarios that describe how users interact with a system or solution.

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

NEW QUESTION # 64

Universal Containers has a new client, and the business analyst wants to leverage customer-centric discovery to ensure a successful project outcome.

Which step of this process happens before the first requirements workshop?

- A. Know Your Customer
- B. Be Your Customer
- C. Connect With Your Customer

Answer: A

Explanation:

The step "Know Your Customer" occurs before the first requirements workshop as part of the customer-centric discovery process: Understanding Background and Needs: This step focuses on researching the client's business, challenges, and goals to tailor the discovery process effectively.

Preparation for Workshops: Salesforce recommends thoroughly understanding the customer's context to ensure relevant and productive workshop discussions.

Customer-Centric Approach: Knowing the customer aligns with Salesforce's best practices for delivering value-driven solutions through empathy and preparation.

NEW QUESTION # 65

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