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Salesforce Certified Business Analyst Exam Practice Test

Northern Trail Outfitters (NTO) has acquired a competitor. The agreement is to migrate the acquired company into NTG's Technological Platforms. One of its challenges is to offer a unified customer experience while strengthening the relationship with its customers. The business analyst (BA) has been asked to translate the business objectives and assemble an improved and standard customer experience.

Which strategy should the BA use to accomplish the goal?

- A. Understand business objectives, define the intention and audience, conduct user experience research, analyze the research results, and design an improved new user experience.
- B. Understand business objectives, define the intention and audience, lead a journey mapping workshop, find opportunities for improvement, and update the journey map.
- C. Understand business objectives, determine company culture, evaluate processes and user experiences, interview stakeholders, and add improvements to the integration roadmap. - Answer: B

What are the business analyst's responsibilities during the analyze phase of the Salesforce implementation lifecycle?

- A. Complete testing, build training materials, and elicit requirements for the next iteration.
- B. Create a data dictionary, write end user documentation, and review test scripts.
- C. Gather business requirements, create process maps, and write user stories. - C

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

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 business process model
- B. A persona journey map
- C. A collection of use cases - Answer: A

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Salesforce Certified Business Analyst (SCBA) certification is a valuable credential that demonstrates your expertise in analyzing business requirements and designing solutions using Salesforce. Salesforce Certified Business Analyst Exam certification is suitable for professionals who have experience working with Salesforce and want to advance their careers in business analysis. By passing the SCBA certification exam, you can gain recognition for your skills and help organizations to improve their customer interactions and business processes.

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Salesforce Certified Business Analyst Exam Sample Questions (Q275-Q280):

NEW QUESTION # 275

Universal Containers is transitioning to Slack as its internal communication tool and is ready to release.

What is the final step that a business analyst should perform during the user acceptance testing process that would ensure a "go" decision?

- A. Complete development on bugs discovered during this phase.
- B. Conduct a final retrospective meeting with the project team.
- C. Get written sign-off from all business stakeholders.

Answer: C

Explanation:

Explanation

The final step that a business analyst should perform during the user acceptance testing process that would ensure a "go" decision is to get written sign-off from all business stakeholders. Written sign-off means obtaining formal approval or confirmation from the business stakeholders that the system or solution meets their requirements or expectations and is ready to be released to production. Written sign-off helps to ensure a

"go" decision by demonstrating that the system or solution has passed all the tests or validations, as well as resolving any issues or risks that may prevent the release. Written sign-off also helps to document and communicate the completion and acceptance of the user acceptance testing process.

References:<https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/learn-about-use>

NEW QUESTION # 276

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

Answer: A

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>

NEW QUESTION # 277

Management at Cloud Kicks has asked a business analyst (BA) to gain alignment from a group of people to determine what is in scope and out of scope on a Salesforce project.

Which group should the BA include early in the scoping process?

- A. Personas
- **B. Stakeholders**
- C. Scrum team

Answer: B

NEW QUESTION # 278

The VP of customer success at Northern Trail Outfitters wants to implement a new client onboarding process leveraging custom objects and a custom Console Lightning App.

Which approach should a business analyst take to begin this process?

- A. Develop the project plan and finalize the release date.
- **B. Schedule a meeting with stakeholders and create a journey map.**
- C. Partner with Salesforce account executives to complete discovery.

Answer: B

NEW QUESTION # 279

Cloud Kicks (CK) is expanding and has many different departments in manufacturing and delivery. CK needs to prepare for a new Sales Cloud implementation for it, 6,000 users. To increase adoption, the business analyst (BA) wants to break down existing sides between the manufacturing and delivery departments.

Which planning approach should the ISA take to get buy-in from users?

- **A. Recombined clear owners up for the platform and identity executive sponsors.**
- B. Assign a team to start building a prototype of product functionality.
- C. Document user requirement from each department during discovery sessions.

Answer: A

Explanation:

This answer states that documenting user requirements from each department during discovery sessions is what the BA should do to get buy-in from users for preparing for a new Sales Cloud implementation for 6,000 users at CK. User requirements are the needs, expectations, and objectives of the users for the Sales Cloud implementation. Discovery sessions are meetings or workshops where the BA gathers and clarifies user requirements from different stakeholders. Documenting user requirements from each department during discovery sessions means that the BA records and organizes the information obtained from different stakeholders from different departments, such as manufacturing and delivery, in a clear and concise way.

Documenting user requirements from each department during discovery sessions is what the BA should do to get buy-in from users for preparing for a new Sales Cloud implementation because it helps the BA to understand and validate the user requirements, and to communicate and align them with the project scope and goals. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills>

NEW QUESTION # 280

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