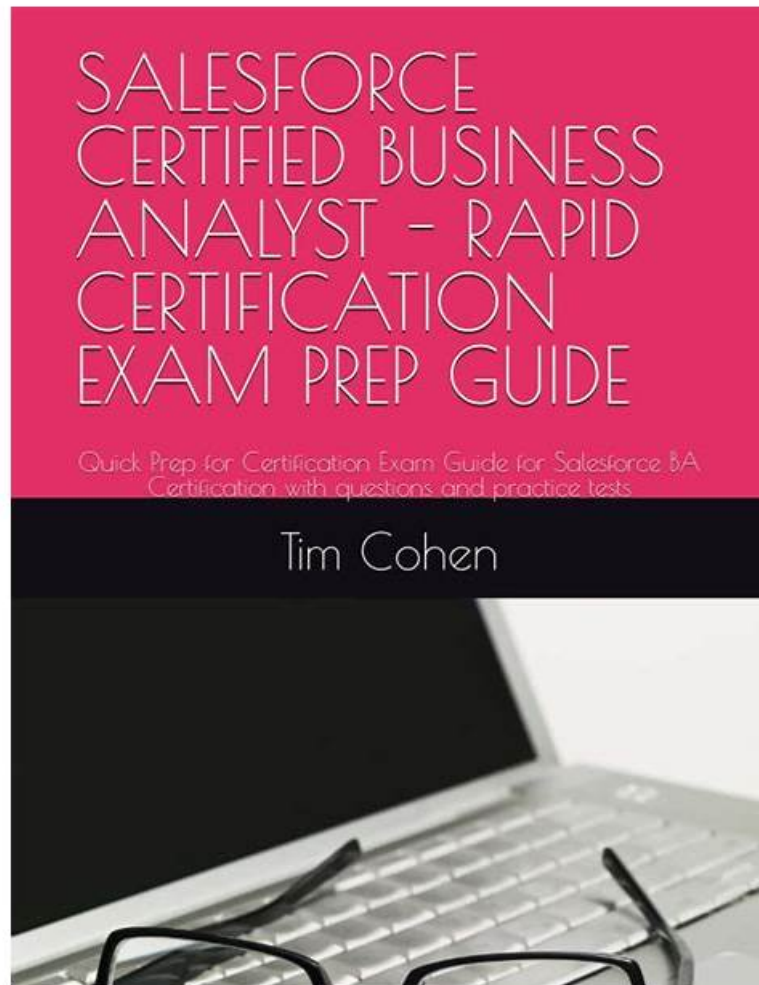


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### Salesforce Certified Business Analyst Exam Sample Questions (Q56-Q61):

#### NEW QUESTION # 56

Universal Containers wants to integrate its Salesforce org with the largest online professional network so its sales reps can view information directly on Salesforce records. The business analyst will write acceptance criteria for this scenario. What is an example of good acceptance criteria?

- A. Install a CRM widget to allow sales reps to view information in the Lead and Contact records.
- B. A sales rep needs to have the CRM widget installed in the Lead and Contact Record Page Layout.
- **C. A sales rep can view current information directly in the Lead and Contact records.**

**Answer: C**

Explanation:

Explanation

Acceptance criteria are statements that define what must be done or met for a user story or requirement to be considered complete or satisfactory by users or stakeholders. They should be clear, concise, testable, measurable, and agreed upon by all parties involved. The option A is an example of good acceptance criteria because it defines what must be done (view current information directly in the Lead and Contact records) without specifying how it must be done or why it must be done. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-accepta>

#### NEW QUESTION # 57

A business analyst (BA) at Universal Containers (UC) has been asked to improve the user experience (UX) of marketing employee who manages webinar data. The chief marketing officer (CMO) thinks the UX issues are related to standard Salesforce Campaign functionality that misaligns with UC's business requirements. The BA surveyed the marketing group about their pain points and was surprised to discover that their concerns differ from the CMO's theory about issues with the UX of Campaigns in Salesforce. Which influencing style should the BA use when presenting their findings to the CMO and other stakeholders?

- A. Assertive
- B. Analytical
- **C. Collaborative**

**Answer: C**

Explanation:

This answer states that using a collaborative influencing style is what the BA should use when presenting their findings to the CMO and other stakeholders after surveying the marketing group about their pain points and discovering that their concerns differ from the CMO's theory about issues with the UX of Campaigns in Salesforce. A collaborative influencing style is an approach that involves working with others to find a mutually beneficial solution or outcome. A collaborative influencing style can help the BA to present their findings to the CMO and other stakeholders by acknowledging their perspectives, sharing relevant data and insights, and seeking their input and feedback. A collaborative influencing style can also help the BA to build trust and rapport with the CMO and other stakeholders, and to facilitate a constructive dialogue and consensus among them. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills>

#### NEW QUESTION # 58

Cloud Kicks has invited stakeholders from multiple departments and roles to participate in its latest Salesforce project. Each stakeholder's experiences and priorities for the project are different which causes tension within the team and a lack of clarity around project direction.

What should the business analyst do to help the team work together more effectively?

- A. Encourage leadership to share their vision for the project, and ask the larger team to focus feedback only on the key objectives, pain points, and requirements outlined by leaders
- **B. Lead the stakeholders in creating a team agreement that assigns project roles and outlines how the team will collaborate, disagree, develop trust, and define success**
- C. Limit participation in key project discovery, requirements, and solutioning meetings to leadership. and engage the larger team to answer questions directly/ related to their roles when needed.

**Answer: B**

#### NEW QUESTION # 59

The Service Center at Universal Containers (UC) uses Service Cloud and Experience Cloud to manage its customer case lifecycle. UC wants to limit the number of interactions a customer has during the lifecycle. The project leader has asked the business analyst (BA) to visually illustrate the lifecycle.

Which document should the BA create?

- **A. Journey Map**
- B. Process Map
- C. Heat Map

**Answer: A**

Explanation:

Explanation

A journey map is a document that illustrates the steps and interactions a customer has during a specific process or experience. It can help UC understand how to optimize the case lifecycle and limit the number of interactions a customer has. A heat map is a document that shows the relative intensity or frequency of a variable using colors. It can help UC analyze data or trends, but not the case lifecycle. A process map is a document that shows how a business process flows from start to end. It can help UC understand how its service agents work, but not how its customers experience the case lifecycle. References:

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

<https://trailhead.salesforce.com/content/1>

#### NEW QUESTION # 60

Cloud Kicks hired a new business analyst (BA) to join an experienced cross-functional team that has successfully delivered high-quality Salesforce solutions to global stakeholders. The BA wants to quickly become a trusted advisor to the team.

What should the BA do?

- A. Avoid exposing one's own mistakes to the team.
- B. Focus on the task at hand instead of on individual team members.
- **C. Tell the truth in difficult situations.**

**Answer: C**

Explanation:

This answer states that telling the truth in difficult situations is what the BA should do to quickly become a trusted advisor to an experienced cross-functional team that has successfully delivered high-quality Salesforce solutions to global stakeholders for Cloud Kicks. Telling the truth in difficult situations means that the BA communicates honestly and transparently with the team members, even when it involves admitting mistakes, delivering bad news, or expressing disagreement. Telling the truth in difficult situations can help the BA to quickly become a trusted advisor to an experienced cross-functional team because it demonstrates integrity, accountability, and respect for the team members, and it fosters an open and collaborative culture within the team. References:

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

#### NEW QUESTION # 61

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