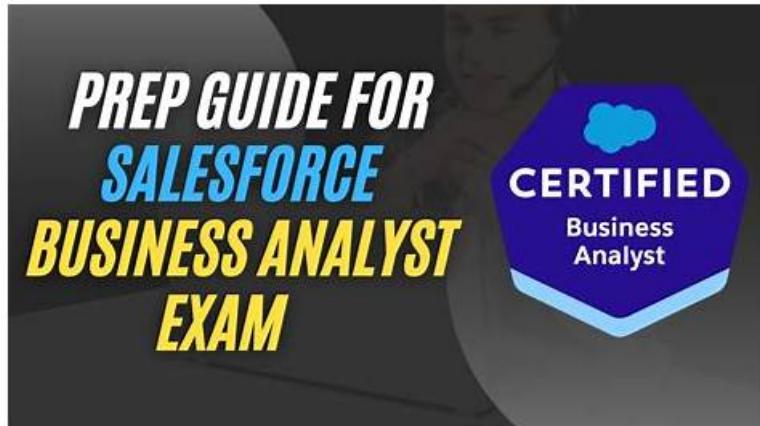


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Salesforce Certified Business Analyst Sample Questions (Q68-Q73):

NEW QUESTION # 68

A business analyst (BA) working on a Service Cloud implementation is reviewing user stories to verify they are written effectively. What should the BA confirm about the user stories when completing this review?

- A. They can be easily prioritized and are small enough to estimate accurately.
- B. They are dependent on related acceptance criteria and overlap with other use cases.
- C. They contain substantial details and focus on technical elements.

Answer: A

Explanation:

The business analyst should confirm that the user stories are written effectively by checking that they can be easily prioritized and are small enough to estimate accurately. User stories are short and simple descriptions of a feature or functionality from the perspective

of an end user or customer. User stories should follow the INVEST criteria, which stands for Independent, Negotiable, Valuable, Estimable, Small, and Testable. User stories that can be easily prioritized and are small enough to estimate accurately are more likely to meet the Estimable and Small criteria. Estimable means that a user story should have enough information and clarity to allow developers and testers to estimate the effort and time required to complete it. Small means that a user story should be simple and concise, and it should be able to be completed within a single sprint by a single developer or a small team. References: <https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories>

NEW QUESTION # 69

When customers have had an issue making an online purchase on the Northern Trail Outfitters (NTO) website, they submitted feedback about the quality of the service provided by the support team. MTO has listened to its customers and wants to make improvements.

How should the business analyst guide the conversation with stakeholders to identify meaningful process improvements?

- A. Facilitate workshops with stakeholders to understand priorities.
- B. Analyze CSAT numbers with stakeholders to identify major pain points.
- C. Review support team feedback survey results with stakeholders.

Answer: A

Explanation:

Facilitating workshops is the best way to guide conversations and identify meaningful process improvements:

Stakeholder Engagement: Workshops bring together diverse perspectives, enabling stakeholders to share insights and prioritize issues based on their impact and feasibility.

Interactive Problem-Solving: Salesforce's business analysis methodology recommends workshops as an effective way to identify root causes and collaboratively develop solutions.

Prioritization: The collaborative format helps stakeholders focus on key pain points and align on process improvements that deliver the most significant value.

NEW QUESTION # 70

An executive stakeholder at Northern Trail Outfitters (NTO) wants to explore automating NTO's Quote-to- Cash process and has asked the business analyst (BA) to pull together some high-level information on possible solutions.

Which type of document should the BA present to the stakeholders?

- A. A business process map detailing the existing step-by-step Quote-to-Cash process
- B. A SIPOC (Support inputs, Process, Outputs, and Customers) map outlining the Quote-to-Cash process
- C. A capability map detailing the functionality of Salesforce and AppExchange Quote-to-Cash products

Answer: C

Explanation:

This answer states that creating a capability map detailing the functionality of Salesforce and AppExchange Quote-to-Cash products is the type of document that the BA should present to the stakeholders who want to explore automating NTO's Quote-to-Cash process. A capability map is a diagram that shows what an organization does at a high level of abstraction, without going into details of how it does it. A capability map can help the BA to present to the stakeholders how Salesforce and AppExchange Quote-to-Cash products can support their business activities or functions related to generating quotes, contracts, orders, invoices, and payments. A capability map can also help the BA to align the potential solutions with the business goals and strategies of NTO.

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

NEW QUESTION # 71

At Cloud Kicks (CK), the marketing director's management style is results-driven. CK uses scrum methodology when developing improvements to its Salesforce org. The director requests urgent enhancements in the middle of a sprint that require changes by the development team. The director believes their needs are of the highest importance.

What should the business analyst do when disruptions to the project occur?

- A. Interpret the requests as guidelines to be used when determining priorities for the upcoming release.
- B. Ask the project manager for an additional resource to implement the new requests.

- C. Focus on the agreed upon deliverables instead of the new requests to prevent overallocation of resources.

Answer: A

Explanation:

The best way for a business analyst to handle disruptions to the project from urgent requests by the marketing director is to interpret them as guidelines to be used when determining priorities for the upcoming release.

This will help them balance between meeting stakeholder expectations and following scrum methodology principles. Focusing on agreed upon deliverables instead of new requests may ignore changing business needs or miss opportunities for improvement.

Asking for an additional resource to implement new requests may increase complexity or cost without adding value or quality.

References: <https://trailhead.salesforce.com>

</content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders>

NEW QUESTION # 72

While working on a new Sales Cloud feature request for the sales team at Northern Trail Outfitters, the business analyst (BA) uncovers a workflow which could have an impact on the service team. The sales director assures the BA that the impact to service would be minimal.

Which step should the BA take next?

- A. Continue with the effort as defined by sales and add a backlog item to review the service impacts in the future.
- **B. Review the effort and impacts with the service team, and work to align requirements across the teams.**
- C. Prioritize the effort as defined by sales and ask the director to review any service impacts. .

Answer: B

NEW QUESTION # 73

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