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Salesforce Certified Business Analyst Exam Sample Questions (Q314-Q319):

NEW QUESTION # 314

Universal Containers is rolling out Sales Cloud for the contract renewals team. The team has expressed resistance to learning another platform and changing their processes. The business analyst (BA) shows them a video case study of a contract renewals team at another company that successfully adopted Sales Cloud, which shortened its time to close and increased its close rate by 30%.

Which influencing style is the BA using?

- A. Accommodating
- **B. inspiring**
- C. Collaborative

Answer: B

Explanation:

The influencing style that the BA is using is inspiring. Inspiring is a style that appeals to the emotions and values of the stakeholders, and motivates them to achieve a shared vision or goal. The BA is using an inspiring style by showing them a video case study of a contract renewals team at another company that successfully adopted Sales Cloud, which shortened its time to close and increased its close rate by 30%. This helps to create a positive and aspirational image of what Sales Cloud can do for them, and encourages them to overcome their resistance and embrace the change. References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-stakeholder-management/influence-s>

NEW QUESTION # 315

Northern Trail Outfitters (NTO) is working with an implementation partner to transform its customer support team with Service Cloud. A new business analyst (BA) who is a replacement from the partner was introduced to NTO stakeholders during the discovery phase of the project. The new BA is still getting to know each of the stakeholders when they start the requirements workshop. The BA asks a stakeholder a discovery question and they seem irritated.

What should the BA do to build trust with the stakeholder as the project continues?

- **A. Set up a casual meeting to create a personal connection with the stakeholder.**
- B. Ask an executive sponsor to address the stakeholder's concerns.
- C. Reset project expectations at the next meeting with the stakeholder.

Answer: A

Explanation:

Explanation

The business analyst should set up a casual meeting to create a personal connection with the stakeholder to build trust with them as the project continues. A casual meeting is an informal conversation that allows the business analyst and the stakeholder to get to know each other better, share their backgrounds and interests, and establish rapport and empathy. A casual meeting can help to ease any tension or frustration that may have arisen during the discovery session, as well as show respect and appreciation for the stakeholder's input and feedback. References:

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

NEW QUESTION # 316

Universal Containers wants to build a simple activity capture process for leads. One of the objectives is to minimize technical debt and inherit new features of the Salesforce Platform in future releases.

What should the business analyst recommend to meet the requirements?

- **A. Standard object for activity capture, screen Flow user interface**
- B. Standard object for activity capture, custom Lightning Web Component user interface
- C. Custom object for activity capture, custom Lightning web component user interface

Answer: A

Explanation:

The recommendation that the BA should make to meet the requirements is to use a standard object for activity capture, screen Flow user interface. This recommendation helps to:

* Minimize technical debt: Technical debt is the cost or consequence of choosing a quick or easy solution over a better or more sustainable one. Using a standard object for activity capture helps to minimize technical debt because it leverages the existing functionality and features of Salesforce, reduces the need for custom development or maintenance, and inherits new updates and enhancements from Salesforce releases. Using a screen Flow user interface also helps to minimize technical debt because it allows for creating and modifying screens and logic without writing code, using point-and-click tools such as Flow Builder.

* Inherit new features of the Salesforce Platform in future releases: Using a standard object for activity capture helps to inherit new features of the Salesforce Platform in future releases because it enables the use of native Salesforce components and integrations, such as Lightning Experience, Einstein Activity Capture, Lightning Dialer, etc., that can enhance the activity capture process and user experience. Using a screen Flow user interface also helps to inherit new features of the Salesforce Platform in future releases because it supports the use of Lightning Web Components and other UI elements that can improve the look and feel of the screens and provide more functionality and customization options. The other options are either incorrect or irrelevant. Option B is incorrect because using a custom Lightning Web Component user interface does not minimize technical debt or inherit new features of the Salesforce Platform in future releases, but rather increases technical debt and maintenance costs, and requires custom development and testing to keep up with Salesforce updates and changes. Option C is incorrect because using a custom object for activity capture does not minimize technical debt or inherit new features of the Salesforce Platform in future releases, but rather increases technical debt and maintenance costs, and limits the use of native Salesforce components and integrations for activity capture.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional-requirements/evalua>

NEW QUESTION # 317

The sales teams at Universal Containers (UC) want to add a custom field to a page layout. The IT manager reminds the business analyst (BA) that UC uses the Application Lifecycle Management (ALM) process. The addition of the custom field and subsequent release to everyone in the organization must follow this process.

What is the first step in the ALM process that should be taken?

- A. Gather requirements and analyze them.
- B. Obtain a change order from the customer.
- C. Add a custom field to a page layout in a sandbox.

Answer: A

NEW QUESTION # 318

Which type of process diagram should the business analyst use at the beginning of a Salesforce project to outline high-level process areas such as "Prospect to Contract"?

- A. Capability model
- B. Value stream map
- C. SIPOC (Suppliers, Inputs, Process, Outputs, Customers)

Answer: A

Explanation:

Explanation

This answer states that using a capability model is the type of process diagram that the BA should use at the beginning of a Salesforce project to outline high-level process areas such as "Prospect to Contract". A capability model 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 model can help the BA to identify and group related business activities or functions into capability areas or domains, such as sales, marketing, service, or finance. A capability model can also help the BA to align business processes with business goals and strategies.

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

NEW QUESTION # 319

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