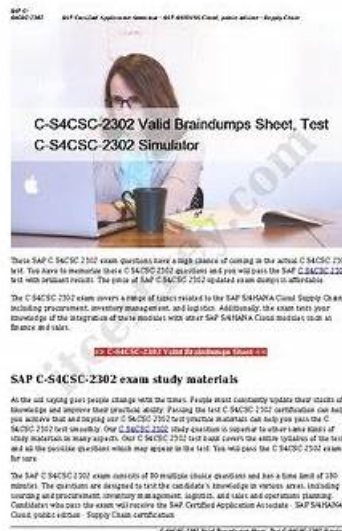


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## Salesforce Certified Business Analyst Exam Sample Questions (Q142-Q147):

### NEW QUESTION # 142

Northern Trail Outfitters follows an Agile methodology for its Marketing Cloud projects. The project team creates several types of documents.

Which document should a business analyst use to capture the software and behavioral requirements of the application?

- A. Scope statement specification
- B. System requirements specification
- C. Functional requirements specification

**Answer: C**

Explanation:

A functional requirements specification is a document that describes the software and behavioral requirements of an application, such as what features it should have and how it should behave under different scenarios. It can help communicate the expectations and needs of the stakeholders to the development team. A scope statement specification is a document that defines the project scope, objectives, deliverables, assumptions, constraints, and exclusions. It does not describe the software and behavioral requirements of an application. A system requirements specification is a document that describes the technical requirements of an application, such as hardware, software, security, performance, and reliability. It does not describe the software and behavioral requirements of an application. References: 1

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

### NEW QUESTION # 143

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. inspiring
- B. Accommodating
- C. Collaborative

**Answer: A**

Explanation:

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 # 144

Universal Container wants to build a Salesforce application to manage its recruitment lifecycle. The project lead wants to identify the key recruitment steps and stakeholders in a visual format.

What should the business analyst do to meet the requirement?

- A. Review department procedures and consult the org chart.
- B. Map the business process.

- C. Create an entity relationship diagram.

**Answer: B**

Explanation:

The best tool for identifying the key recruitment steps and stakeholders in a visual format is to map the business process. Business process mapping is a technique that helps to create a visual representation of a business process. It shows the steps, inputs, outputs, roles, and decisions involved in the process. Business process mapping helps to understand the current state of the process, identify areas for improvement, and design the future state of the process. A BA should use business process mapping to identify the key recruitment steps and stakeholders for the Salesforce application. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/understand-process-mapping>

#### NEW QUESTION # 145

A business analysis (BA) is creating a business flowchart to review with a customer service team that is using Service Cloud. The team is organized by the products and the regions they support.

Which step should the BA include in the business flowchart?

- A. Illustrate which fields are integrated with an external system.
- **B. Capture decision steps and different outcomes.**
- C. Set limits to the scope that will be documented.

**Answer: B**

Explanation:

Explanation

The step that the BA should include in the business flowchart is to capture decision steps and different outcomes. Decision steps are points in the process where a choice or condition needs to be evaluated, and different outcomes are possible depending on the result of the evaluation. Capturing decision steps and different outcomes helps to show the logic and flow of the process, and account for different scenarios or exceptions that may occur. The other options are either irrelevant or incomplete. Option B does not relate to the business flowchart, but rather to the data model or integration design. Option C does not specify what limits to set or how to document them.

References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/create-a>

#### NEW QUESTION # 146

The leadership team at Universal Containers (UC) is focused on customer retention. The business analyst (BA) has been asked to implement a new customer for life program on the Salesforce platform. Before they can move forward, they need to understand the lifecycle and all of the related interaction that UC has with its customers.

Which type of session should the BA perform?

- A. Requirements Gathering
- **B. Journey Mapping**
- C. User Acceptance testing

**Answer: B**

Explanation:

The type of session that the business analyst should perform to elicit user stories from UC's customers is journey mapping. Journey mapping is a technique that involves creating a visual representation of the steps or stages that a customer goes through when interacting with an organization, product, or service. Journey mapping helps to capture the customer's experience, needs, goals, pain points, emotions, and touchpoints across their entire lifecycle. Journey mapping also helps to identify any gaps or opportunities for improvement or innovation in the customer journey. Journey mapping can help elicit user stories from UC's customers by allowing them to share their perspectives and feedback in their own words, as well as showing how the solution can add value and benefits to their journey. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery>

#### NEW QUESTION # 147

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