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## Salesforce Certified Business Analyst Sample Questions (Q172-Q177):

### NEW QUESTION # 172

During the discovery phase of a Salesforce project, which types of analyses should a business analyst typically perform?

- A. Enterprise, Strategy, Stakeholder
- B. Financial, Technical, Operational
- C. Technical, Stakeholder, Enterprise

**Answer: A**

Explanation:

The types of analyses that a business analyst typically performs during the discovery phase of a Salesforce project are enterprise analysis, strategy analysis, and stakeholder analysis. Enterprise analysis is a technique that examines and evaluates the internal and external factors that affect a business or organization. It can help the business analyst understand the strengths, weaknesses, opportunities, and threats (SWOT) of a business or organization. Strategy analysis is a technique that defines and clarifies the goals, objectives, scope, and success criteria of a project or initiative. It can help the business analyst align the project or initiative with the vision and mission of a business or organization. Stakeholder analysis is a technique that identifies and evaluates the people who have an interest in or influence on a project or initiative. It can help the business analyst understand who are the key stakeholders, what are their roles and responsibilities, what are their needs and expectations, how they communicate and collaborate, etc. Financial analysis is a technique that assesses the costs and benefits of a project or initiative. It can help the business analyst justify or prioritize the project or initiative based on its return on investment (ROI) or net present value (NPV). Technical analysis is a technique that examines and evaluates the technical aspects of a project or initiative. It can help the business analyst understand the feasibility or complexity of a project or initiative based on its architecture or design.

Operational analysis is a technique that analyzes and optimizes the processes and workflows of a business or organization. It can help the business analyst improve the efficiency or effectiveness of a business or organization based on its performance metrics or best practices.

### NEW QUESTION # 173

Universal Containers is developing a new recruitment app using Service Cloud. The project team has started writing user stories including:

"As a human resources (HR) manager, I need to document the progress of a candidate's submission so I can manage the candidate's application throughout the recruiting process." What is one definition of done for this user story?

- A. The acceptance criteria has been approved.
- B. The Candidate Status field can be updated.
- C. The Candidate object has Edit access.

**Answer: A**

Explanation:

A definition of done is a set of criteria that determines when a user story is completed and ready for deployment. It typically includes technical, functional, and quality aspects of the user story, such as code quality, unit testing, documentation, performance, security, and usability. One possible definition of done for this user story is "The Candidate Status field can be updated." This criterion checks if the functionality of updating the candidate's submission progress is working as expected and meets the user's need. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/define-done>

### NEW QUESTION # 174

The VP of sales at Clod Kicks wants to streamline the lead qualification process to improve the team's productivity and help them reach their target goals. A business analyst (BA) has been assigned to the project to identify the disconnect between the sales and marketing teams' definition of a qualified lead?

What should the BA focus on?

- A. Mapping historical lead data from each team and building charts to highlight similarities
- B. Evaluating team' skill and experience to determine how they can better align.
- **C. Scheduling and all-day collaboration workshop with both team to resolve their differences**

**Answer: C**

Explanation:

The business analyst should focus on scheduling an all-day collaboration workshop with both teams to resolve their differences around contact management for a new Salesforce implementation. A collaboration workshop is a technique to bring together different stakeholders to share information, discuss issues, generate ideas, make decisions, or reach consensus on a topic or problem. Scheduling an all-day collaboration workshop with both teams can help identify their needs, expectations, pain points, goals, and priorities around contact management and find common ground or alignment among them. Mapping historical lead data from each team and building charts to highlight similarities is not a good option because it would not address the disconnect between the sales and marketing teams' definition of a qualified lead, which is related to contact management, not lead management. Evaluating team' skill and experience to determine how they can better align is not a good option because it would not address the disconnect between the sales and marketing teams' definition of a qualified lead, which is related to contact management, not skill or experience.

References: 1 <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/collaborate-with-stakeholders>

#### **NEW QUESTION # 175**

Northern Trail Outfitters (NTO) is undergoing a Salesforce implementation for Service Cloud. The business analyst is currently working with the development team as they build features in the sandbox. NTO wants to test these features before the changes are deployed to the production environment.

As part of the Application Lifecycle Management (ALM) process, which three development models does Salesforce support?

- A. Salesforce DX, Flow Builder, Rapid Application Development
- B. Rapid Application Development, Org Development Package Development
- **C. Change Set Development, Org Development, Package Development**

**Answer: C**

Explanation:

The three development models that Salesforce supports as part of Application Lifecycle Management (ALM) process are Change Set Development, Org Development, and Package Development. Change Set Development is a model that uses change sets to deploy metadata changes from one org to another org. Org Development is a model that uses scratch orgs to create and test metadata changes in isolated environments before deploying them to other orgs. Package Development is a model that uses unlocked packages to bundle and distribute metadata changes across orgs as modular applications. Rapid Application Development, Flow Builder, and Salesforce DX are not development models supported by Salesforce as part of ALM process.

References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-acceptance>  
<https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models>

#### **NEW QUESTION # 176**

Cloud Kicks leadership wants to use custom code for functionality that can easily be created declaratively in Sales Cloud. The business analyst (BA) has been asked to advise leadership on how these approaches impact their solution options.

What is one of the BA's strongest arguments for using configuration over code?

- **A. Configuration allows for any level of complexity.**
- B. Configuration provides faster speed to market.
- C. Configuration leverages multiple programming languages.

**Answer: A**

Explanation:

One of the BA's strongest arguments for using configuration over code is that configuration provides faster speed to market. Speed to market is the time it takes to deliver a product or service from conception to launch.

Speed to market is important for gaining competitive advantage, meeting customer demand, and maximizing revenue potential.

Configuration provides faster speed to market than code because it allows for creating and modifying functionality in Salesforce without writing code or deploying changes. Configuration can be done by using point-and-click tools such as App Builder, Process Builder, Flow Builder, Lightning Web Components Builder, etc., which are easy to use and require less technical skills than coding. Configuration also reduces the risk of errors or bugs that may occur with code and require more testing or debugging time. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional-requirements/evaluate-s>

## NEW QUESTION # 177

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