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Salesforce Certified Business Analyst Sample Questions (Q234-Q239):

NEW QUESTION # 234

A business analyst (BA) conducted a group workshop with stakeholders to understand and document in-scope business processes. The BA feels there are gaps between process steps.

What should the BA do to close the gaps or confirm the process steps?

- A. Using strategy analysis, define models of how gaps in the business process can be resolved.
- B. Conduct elimination with stakeholders regarding their parts of the process.
- C. Review the documentation to ensure that information gathered about the process is correct.

Answer: A

Explanation:

This answer states that conducting elicitation with stakeholders regarding their parts of the process is what the BA should do to close the gaps or confirm the process steps after conducting a group workshop with stakeholders to understand and document in-scope business processes. Elicitation is a technique that involves asking questions, gathering information, or observing behaviors to understand the needs, expectations, and goals of the stakeholders or users. Conducting elicitation with stakeholders can help the BA to clarify any ambiguities, resolve any conflicts, verify any assumptions, and validate any information regarding their parts of the process. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills>

NEW QUESTION # 235

In what phase of the four application lifecycle milestones does this action belong? Communicate Changes, Update Profiles and Communicate end of Changes.

- A. Build
- B. Plan
- C. Deploy
- D. Test

Answer: C

Explanation:

Communicate Changes, Update Profiles and Communicate end of Changes are actions that belong to the Deploy phase of the four application lifecycle milestones. The Deploy phase involves moving changes from one environment to another and ensuring proper communication with stakeholders and end users. The Build phase involves creating solutions using declarative or programmatic tools based on requirements and design specifications. The Test phase involves verifying functionality, performance, security, and usability of solutions using various testing methods and tools. The Plan phase involves defining project scope, objectives, deliverables, resources, timeline, and risks. References: <https://trailhead.salesforce.com/content/learn/modules/application-lifecycle-and-development-models/understand-the-application-lifecycle> <https://trailhead.salesforce.com/content/learn/modules/application-lifecycle-and-development-models/choose-a-development-model>

NEW QUESTION # 236

At the start of a new Agile development project, the Universal Containers' product owner asked the business analyst (BA) to clearly define the intended results of the work based on stakeholder needs. The development and implementation teams will use the intended results to plan product decisions. The definition should avoid assumptions and focus on stakeholder value. Which element should the BA choose to define the intended results?

- A. User stories
- B. Requirements
- C. Epics

Answer: A

Explanation:

This answer chooses user stories as the element that the BA should use to define the intended results of the work based on stakeholder needs. User stories are short and simple descriptions of a feature or a functionality from the perspective of an end user or a stakeholder. User stories can help the BA define what stakeholders want to accomplish, why they want to accomplish it, and how they will measure success. User stories can also help the development and implementation teams to plan product decisions based on stakeholder value.

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

NEW QUESTION # 237

Northern Trail Outfitters is implementing Marketing Cloud. Stakeholders are having a difficult time conceptualizing how Marketing Cloud uses insights to create journeys. The Business analyst (BA) has been asked to show stakeholders how it works so the implementation project can move forward. Timelines are too tight to present a demo, and approval from stakeholders is needed soon in order to keep the project on track.

What should the BA do to help stakeholders visualize how it will work?

- A. Create a UPN (Universal Process Notation) diagram.
- B. Build a capability model.
- **C. Schedule a storyboarding session.**

Answer: C

Explanation:

This answer states that scheduling a storyboarding session is what the BA should do to help stakeholders visualize how Marketing Cloud uses insights to create journeys, when timelines are too tight to present a demo, and approval from stakeholders is needed soon in order to keep the project on track. A storyboarding session is a technique that involves creating and presenting a series of sketches or images that illustrate how a user interacts with a system or a feature. A storyboarding session can help the BA to show stakeholders how Marketing Cloud uses insights to create journeys by depicting the steps, actions, and outcomes of the process in a visual and engaging way. A storyboarding session can also help the BA to elicit feedback, validate requirements, and obtain approval from stakeholders in a timely manner.

NEW QUESTION # 238

The Salesforce team at Cloud Kicks (CK) is reviewing the sales team's business processes. During a review session, the business analyst notices that quantifiable benchmarks have yet to be established.

Why is it a best practice to establish benchmarks to evaluate existing processes?

- A. Proves processes are out of date and require a new solution
- B. Compares processes against CK's closest competitors
- **C. Shows tangible impact from changes to processes**

Answer: C

Explanation:

The best practice to establish benchmarks to evaluate existing processes is to show tangible impact from changes to processes. Benchmarks are quantifiable measures that can be used to compare current performance with desired performance or best practices. They can help CK evaluate how effective its sales processes are, identify gaps or opportunities for improvement, and measure the results or benefits of process changes.

Proving processes are out of date and require a new solution is not a best practice, but a potential outcome of benchmarking.

Comparing processes against CK's closest competitors is not a best practice, but a possible source of benchmarking data.

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

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

NEW QUESTION # 239

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