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

NEW QUESTION # 68

A business analyst (BA) is coordinating a User Acceptance Testing (UAT) session focused on Service Cloud enhancements. Which resource is critical for the BA to include in UAT?

- A. System developers
- **B. Support agents**
- C. Quality assurance testers

Answer: B

Explanation:

Support agents are critical for the BA to include in UAT because they are the end users of the Service Cloud enhancements and can validate whether the solution meets their needs and expectations. System developers and quality assurance testers are important for the development and testing phases, but they are not essential for UAT, which is focused on the business requirements and user feedback. References: Learn About User Acceptance Testing Unit, [User Acceptance Testing Strategies for Large Data Volume

Scenarios], [Role of the BA in User Acceptance Testing]

NEW QUESTION # 69

A business analyst (BA) at Universal Containers (UC) has been asked to improve the user experience (UX) of marketing employee who manages webinar data. The chief marketing officer (CMO) thinks the UX issues are related to standard Salesforce Campaign functionality that misaligns with UC's business requirements. The BA surveyed the marketing group about their pain points and was surprised to discover that their concerns differ from the CMO's theory about issues with the UX of Campaigns in Salesforce.

Which influencing style should the BA use when presenting their findings to the CMO and other stakeholders?

- A. Collaborative
- B. Analytical
- C. Assertive

Answer: A

Explanation:

This answer states that using a collaborative influencing style is what the BA should use when presenting their findings to the CMO and other stakeholders after surveying the marketing group about their pain points and discovering that their concerns differ from the CMO's theory about issues with the UX of Campaigns in Salesforce. A collaborative influencing style is an approach that involves working with others to find a mutually beneficial solution or outcome. A collaborative influencing style can help the BA to present their findings to the CMO and other stakeholders by acknowledging their perspectives, sharing relevant data and insights, and seeking their input and feedback. A collaborative influencing style can also help the BA to build trust and rapport with the CMO and other stakeholders, and to facilitate a constructive dialogue and consensus among them. References:

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

NEW QUESTION # 70

After the first round of user acceptance testing for a Sales Cloud project, the business analyst discovered that a high number of test cases failed.

What is a possible reason why the test cases failed?

- A. Missing test result details
- B. Missing test script details
- C. Missing test org access details

Answer: B

NEW QUESTION # 71

Cloud Kicks (CK) wants its sales team to use Sales Cloud to decrease its lead conversion time. The business analyst (BA) will analyze and break down CK's typical sales cycle.

How can process mapping help the BA get started on this project?

- A. It can show the relationship between the steps and actions in the sales cycle to communicate and understand the current state, and to identify areas for improvement.
- B. It can model changes in the current customer experience, analyze each change's potential for impact, and help visualize potential improvements in the sales cycle in advance of the solution design.
- C. It can display complex ideas in a consistent format, highlight blockers and impediments to help stakeholders quickly assess issues in the sales cycle, and see the project timeline at a glance.

Answer: A

Explanation:

This answer describes how process mapping can help the BA get started on this project of analyzing and breaking down CK's typical sales cycle. Process mapping is a technique that involves creating a visual representation of a business process, showing its inputs, outputs, steps, actions, decisions, roles, and dependencies. Process mapping can help the BA communicate and understand how a process works in its current state, and identify areas for improvement or optimization. References:

<https://trailhead.salesforce.com>

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NEW QUESTION # 72

Northern Trail Outfitters is getting ready to enter the user acceptance testing (UAT) phase of its latest Salesforce project. The business analyst (BA) plans to solicit and document sign-offs from the business as part of the UAT process. Which sign-offs should the BA seek?

- A. Test cases to implement, individual test case functionality, and final go live date
- **B. Functional requirements, individual test case functionality, and final go live date**
- C. Test cases to implement, user stories, and final go live date

Answer: B

Explanation:

The business analyst should seek sign-offs from the business for the functional requirements, individual test case functionality, and final go live date. The functional requirements are the statements that describe what the solution must do or provide to meet user needs or business objectives. The individual test case functionality is the verification that each test case meets the acceptance criteria for the corresponding user story or requirement. The final go live date is the date when the solution will be released to production and available for users or customers. These sign-offs help to ensure that the solution is complete, satisfactory, and ready for launch.

NEW QUESTION # 73

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