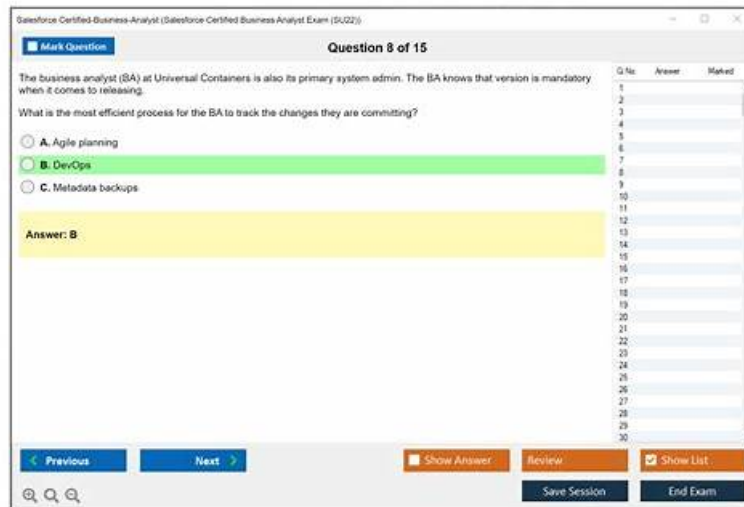


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Salesforce Certified Business Analyst Exam Sample Questions (Q170-Q175):

NEW QUESTION # 170

Which Information should the BA gather during the initial discovery meeting?

- A. A Contact information for key stakeholders
- **B. Limitations of the current support process**
- C. Employee review cycle for the support team

Answer: B

Explanation:

The information that the business analyst should gather during the initial discovery meeting is the limitations of the current support process. The initial discovery meeting is a meeting where the business analyst meets with the key stakeholders and sponsors of a project to understand their needs, expectations, goals, challenges, and pain points. The business analyst should gather information about the limitations of the current support process to identify the gaps, issues, or opportunities for improvement that the project aims to address. The business analyst should also gather information about the scope, budget, timeline, deliverables, roles and responsibilities, and success criteria for the project. The employee review cycle for the support team is not information that the business analyst should gather during the initial discovery meeting. The employee review cycle is a process that evaluates the performance and development of employees on a regular basis. It is not relevant to the project scope or objectives and does not help identify the limitations of the current support process. The contact information for key stakeholders is not information that the business analyst should gather during the initial discovery meeting. The contact information for key stakeholders is a detail that can be obtained before or after the meeting, but it does not help understand the needs or expectations of the stakeholders or the limitations of the current support process. References: https://trailhead.salesforce.com/en/content/learn/modules/business-analyst_skills-strategies/explore-techniques-information-discovery

NEW QUESTION # 171

As part of the digital transformation at Cloud Kicks, company leaders have decided to adopt Service Cloud as its CRM platform for customer service and support. Executive directors are supportive of the initiative, but end users are unconvinced and prefer to remain on the current platform.

What should the business analyst do to gain the end users' cooperation?

- **A. Identify key stakeholders and develop relationships with them as a trusted advisor; involve stakeholders and end users in the design of the new solution; and act as a liaison between business and technical teams.**
- B. Respond to end users with empathy and accommodate their needs; translate the end users' needs into technical requirements; and deliver the project to the developers to implement the solution.
- C. Use an assertive influencing style; demonstrate authority and expertise; outline the project objectives; and make sure end users know that the decision has been made and the time to make changes has passed.

Answer: A

Explanation:

Explanation

The best way for a business analyst to gain the end users' cooperation is to identify key stakeholders and develop relationships with them as a trusted advisor; involve stakeholders and end users in the design of the new solution; and act as a liaison between business and technical teams. This will help them understand their needs and expectations, demonstrate value and benefits, and facilitate communication and feedback.

Responding to end users with empathy and accommodate their needs; translating the end users' needs into technical requirements; and delivering the project to the developers to implement the solution may be too reactive or passive without addressing the root causes of resistance or ensuring alignment. Using an assertive influencing style; demonstrating authority and expertise; outlining the project objectives; and making sure end users know that the decision has been made and the time to make changes has passed may be too aggressive or authoritative without building trust or rapport.

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

NEW QUESTION # 172

What are the business analyst's responsibilities during the analyze phase of the Salesforce implementation lifecycle?

- **A. Gather business requirements, create process maps, and write user stories.**
- B. Create a data dictionary, write end user documentation, and review test scripts.
- C. Complete testing, build training materials, and elicit requirements for the next iteration.

Answer: A

Explanation:

Explanation

The business analyst's responsibilities during the analyze phase of the Salesforce implementation lifecycle are to gather business requirements, create process maps, and write user stories. These activities help the business analyst understand the current state, future state, and gaps of the business processes and translate them into clear and actionable requirements for the solution design and development teams. Completing testing, building training materials, and eliciting requirements for the next iteration are responsibilities during the validate phase of the Salesforce implementation lifecycle. Creating a data dictionary, writing end user documentation, and reviewing test scripts are responsibilities during the prepare phase of the Salesforce implementation lifecycle.

References:

<https://trailhead.salesforce.com/content/learn/modules/business-analysis-for-salesforce-projects/understand-the-s>

<https://trailhead.salesforce.com/content/learn/modules/business-analysis-for-salesforce-projects/analyze-business>

NEW QUESTION # 173

The project team at Cloud Kicks is under a tight deadline to implement a new Service Cloud feature. The business analyst, BA) has received feedback from the customer that the existing functionality is difficult to use. The BA wants to better understand the customers pain points before writing requirements Which document should the BA use?

- **A. Journey map**
- B. Capability map
- C. Process map

Answer: A

Explanation:

Explanation

This answer states that using a journey map is what the BA should use to better understand the customers pain points before writing requirements for Cloud Kicks who will launch a new customer experience portal. A journey map is a diagram that shows how a customer interacts with an organization across different touchpoints or channels over time. A journey map can help the BA to better understand the customers pain points by identifying where, when, why, and how the customer experiences frustration, dissatisfaction, or difficulty with the current service or solution. A journey map can also help the BA to empathize with the customer and to design a better customer experience that meets their needs and expectations.

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

NEW QUESTION # 174

Universal Containers is in the planning phase of a Salesforce project that will transform its retail locations.

The implementation team has had a difficult time determining the priorities and requirements of previous projects from people who would be directly impacted by the solution under consideration.

Which type of analysis should the business analyst recommend to ensure the implementation team avoids this challenge on the current project?

- A. Persona analysis
- B. Enterprise analysis
- **C. Stakeholder analysis**

Answer: C

Explanation:

Explanation

The type of analysis that the BA should recommend to ensure the implementation team avoids this challenge on the current project is stakeholder analysis. Stakeholder analysis is a technique that helps to identify and understand the people who are affected by or involved in a project, and their needs, expectations, interests, influence, and attitudes towards the project. Stakeholder analysis helps

to avoid missing or overlooking important stakeholders, and to plan appropriate communication and engagement strategies for each stakeholder group. The other options are either irrelevant or insufficient. Option A does not address the challenge of identifying and understanding stakeholders, but rather their behaviors and preferences. Option B does not address the challenge of identifying and understanding stakeholders, but rather their organizational context and environment. References:
<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-stakeholder-management/identify-sta>

NEW QUESTION # 175

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