

Certified-Business-Analyst Exam Questions - Reliable

Certified-Business-Analyst Exam Guide



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Salesforce Certified Business Analyst Exam Sample Questions (Q44-Q49):

NEW QUESTION # 44

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

Answer: A

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's 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 # 45

Cloud Kicks uses declarative change set development to deliver its Salesforce customizations. The business analyst (BA) works with the technical leads on the project to track changes that require manual migration.

Which resources should the BA use to determine which changes must be made manually in each environment?

- A. Setup Audit Trail
- B. Metadata coverage report
- C. Object Schema Builder

Answer: B

Explanation:

The business analyst should use the metadata coverage report to determine which changes must be made manually in each environment. The metadata coverage report is a tool that shows which metadata types and components are supported in different development models and tools, such as change sets, Metadata API, Salesforce CLI, etc. The business analyst should use the metadata coverage report to identify which changes can be deployed automatically using declarative change sets and which changes must be made manually using other tools or methods. The object schema builder is not a resource to determine which changes must be made manually in each environment. The object schema builder is a tool that lets you create and modify custom objects and fields using a graphical interface. It does not show which metadata types and components are supported in different development models and tools. The setup audit trail is not a resource to determine which changes must be made manually in each environment. The setup audit trail is a tool that tracks the recent setup changes that you and other admins have made to your org. It does not show which metadata types and components are supported in different development models and tools. References:

<https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models/underst>

NEW QUESTION # 46

The business analyst (BA) at Cloud Kicks (CK) has been tasked with optimizing CK's lead process. In the weekly sales meeting, the BA outlines the project and asks for input. A new entry-level employee reaches out multiple times with ideas and suggestions for improvements.

What should the BA do when responding to the new employee's input?

- A. Schedule a one-on-one meeting with the new employee to get an alternative perspective from a beginner's mind.
- B. Acknowledge the new employee's ideas while making extra effort to reach out to stakeholders who have more industry experience and knowledge.

- C. Send a detailed survey to the entire sales team, including the new employee, to understand their needs, expectations, and priorities.

Answer: A

NEW QUESTION # 47

The sales teams at Universal Containers (UC) want to add a custom field to a page layout. The IT manager reminds the business analyst (BA) that UC uses the Application Lifecycle Management (ALM) process. The addition of the custom field and subsequent release to everyone in the organization must follow this process.

What is the first step in the ALM process that should be taken?

- **A. Gather requirements and analyze them.**
- B. Obtain a change order from the customer.
- C. Add a custom field to a page layout in a sandbox.

Answer: A

NEW QUESTION # 48

Universal Containers just rolled out a new sales methodology and process. A month after the initial training, the manager has noticed some reps have a large number of overdue tasks. The manager is unsure if it's a learning curve or a system issue and has asked the business analyst (BA) to determine the cause and recommend a solution.

Which method should the BA use to start collecting data?

- A. Brainstorming and prototyping
- B. focus groups and workshops
- **C. Observation and interviewing**

Answer: C

Explanation:

This answer suggests observation and interviewing as methods to collect data for the BA to determine the cause and recommend a solution for UC's sales challenge. Observation and interviewing are techniques that help the BA understand how users perform their tasks, what challenges they face, and what their needs and expectations are. Observation involves watching users in their natural environment, while interviewing involves asking users open-ended questions. References:

<https://trailhead.salesforce.com/en/content/learn>

/modules/salesforce-business-analyst-quick-look/use-shadowing-to-understand-your-users <https://trailhead>.

[salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-interviews-to-understand-your-users](https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-interviews-to-understand-your-users)

NEW QUESTION # 49

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