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In the such a brilliant era of IT industry in the 21st century competition is very fierce. Naturally, Salesforce Certification BA-201 Exam has become a very popular exam in the IT area. More and more people register for the exam and passing the certification exam is also those ambitious IT professionals' dream.

Salesforce Certified Business Analyst Sample Questions (Q15-Q20):

NEW QUESTION # 15
Which type of process diagram should the business analyst use at the beginning of a Salesforce project to outline high-level process areas such as "Prospect to Contract?

- A. Capability model
- B. SIPOC (Suppliers, Inputs, Process, Outputs, Customers)
- C. Value stream map

Answer: A

Explanation:
This answer states that using a capability model is the type of process diagram that the BA should use at the beginning of a Salesforce project to outline high-level process areas such as "Prospect to Contract". A capability model is a diagram that shows what an organization does at a high level of abstraction, without going into details of how it does it. A capability model can help the BA to identify and group related business activities or functions into capability areas or domains, such as sales, marketing, service, or finance. A capability model can also help the BA to align business processes with business goals and strategies.
References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business

NEW QUESTION # 16
From where can an Admin unlock a user?

- A. Users > Select user > Unlock
- B. Setup > Locked Users > Unlock
- C. Users > Logins > Unlock Users
- D. Setup > Object Manager > Users > Select User > Unlock

Answer: A

Explanation:
An Admin can unlock a user from Users > Select user > Unlock. This is the standard way to unlock a user who has been locked out due to incorrect password attempts or other reasons. Setup > Locked Users > Unlock, Setup > Object Manager > Users > Select User > Unlock, and Users > Logins > Unlock Users are not valid ways to unlock a user in Salesforce. References:
https://help.salesforce.com/s/articleView?id=sf.
users_unlock.htm&type=5

NEW QUESTION # 17
Universal Containers is working with a business analyst (BA) to develop a solution to help the marketing department manage lead in Sales Cloud. The current solution meets the requirements, but the marketing team tells the BA they feel it is incomplete.
What is important for the BA to consider when responding to the team's feedback?

- A. Product limitation
- B. Intent of both parties
- C. Acceptance criteria

Answer: B

Explanation:
This answer states that intent of both parties is what is important for the BA to consider when responding to feedback from UC's marketing team who feels that their current solution for managing leads in Sales Cloud is incomplete. Intent of both parties means that what both UC's marketing team and UC's Salesforce team want to achieve or accomplish by implementing a solution for managing leads in Sales Cloud, such as increasing lead conversion rate, improving lead quality, enhancing lead tracking, etc. Intent of both parties is what is important for the BA to consider when responding to feedback from UC's marketing team because it helps the BA to align and communicate their goals and expectations, and to identify and resolve any gaps or issues between them. References:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business- analyst-quick-look/use-stakeholder-engagement-skills

NEW QUESTION # 18
A business analyst (BA) at Northeren Trail Outfitters has been asked to explain a sales process improvement idea and collaborate on a plan for implementation. Several sale users in various locations have been identified to participate.
Which technique should the BA use to optimize effectiveness and build a shared understanding of the idea and approach?

- A. One-on-one meetings
- B. Demo prototype
- C. Virtual whiteboard

Answer: C

Explanation:

A virtual whiteboard is a technique that a business analyst can use to optimize effectiveness and build a shared understanding of an idea and approach with sales users in various locations. A virtual whiteboard is an online tool that allows multiple participants to collaborate visually by drawing, writing, or annotating on a shared screen. It can help them brainstorm ideas, create diagrams, or give feedback in real time. A demo prototype is a technique that can be used to show how an idea works or looks like, but not to collaborate on it.

One-on-one meetings are techniques that can be used to communicate with individual stakeholders, but not with a group.

References: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst- certification-prep/collaboration-with-stakeholders https://trailhead.salesforce.com/content/learn/modules /salesforce-business-analyst-certification-prep/user-stories

NEW QUESTION # 19

The delivery team at Cloud Kicks is getting ready to demonstrate some new Sales Cloud functionality for a project's stakeholders. The business analyst has prepared a demo script, created test data in the sandbox, and tested the new functionality.

Which additional activity is most likely to result in a successful sprint demo?

- A. Conducting multiple dry runs
- B. Exporting a backup copy of the demo data
- C. Performing a code review

Answer: C

NEW QUESTION # 20

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