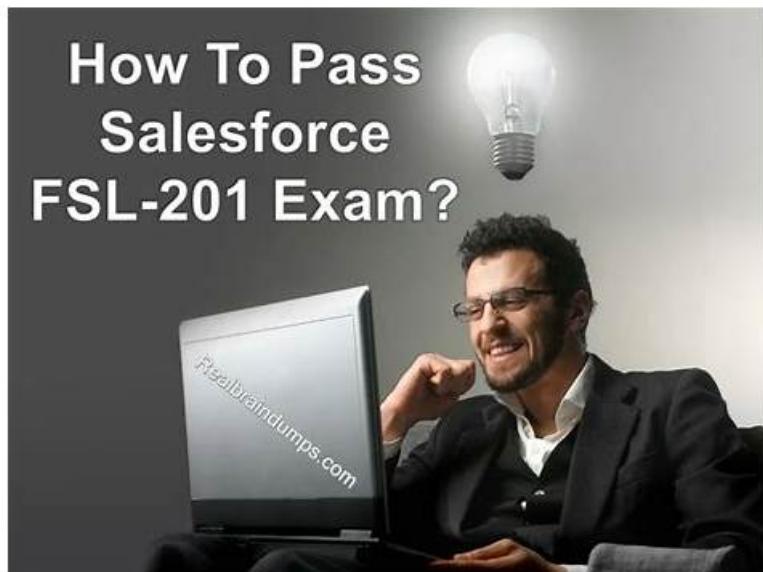


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Salesforce Certified Business Analyst Sample Questions (Q152-Q157):

NEW QUESTION # 152

New interns at Universal Containers have been tasked with following a new process to import leads from a spreadsheet into Salesforce. A business analyst is mapping the process to document the overall lead creation process. What should the process map look like?

- A. A simple process map that is high-level and covers key aspects
- B. A very detailed process map that is unambiguous and version controlled
- C. A somewhat detailed process map that is easy to remember and self-explanatory

Answer: B

Explanation:

This answer states that using a somewhat detailed process map that is easy to remember and self-explanatory is what the process map should look like for documenting the process of importing leads from a spreadsheet into Salesforce for new interns at Universal

Containers. A somewhat detailed process map means that the BA includes enough information to describe the main steps, inputs, outputs, and decisions of the process, but not too much information that might overwhelm or confuse the new interns. A somewhat detailed process map can help the BA to make the process easy to remember and self-explanatory by using simple language, clear symbols, and logical flow. A somewhat detailed process map can also help the BA to provide an effective training tool for the new interns.

NEW QUESTION # 153

A business analyst (BA) is working with stakeholders at Universal Containers to walk through a potential solution for the lead routing and qualification process. The solution will include automated and manual features.

Which artifact should help the BA illustrate the vision of a solution to stakeholders?

- A. Annotated process flows with modifications to an existing process
- B. Detailed user stories with technical documentation about the existing process
- C. Collected pain points from people who follow the existing process

Answer: A

Explanation:

Annotated process flows are a great way to illustrate the vision of a solution to stakeholders. They can show the current state of the process, the proposed changes, and the benefits of the changes. This can help stakeholders understand the solution and why it is needed.

Here are some additional details from Salesforce Certified Business Analyst documents and resources that support the answer:

Annotated process flows are process flows that include additional information, such as notes, comments, and explanations.

Modifications to an existing process are changes that are made to an existing process.

Stakeholders are people who have an interest in the success of a project.

In conclusion, annotated process flows with modifications to an existing process are a great way to illustrate the vision of a solution to stakeholders. They can show the current state of the process, the proposed changes, and the benefits of the changes. This can help stakeholders understand the solution and why it is needed.

An artifact that can help the business analyst illustrate the vision of a solution to stakeholders is annotated process flows with modifications to an existing process. Annotated process flows are diagrams that show how a process works step by step, with notes or comments that explain the logic or rationale behind each step.

They can help the business analyst show how the lead routing and qualification process will change or improve with the new solution, and invite feedback or validation from stakeholders. Detailed user stories with technical documentation about the existing process are artifacts that can help the business analyst capture the requirements or specifications of the new solution, but not illustrate the vision of it. Collected pain points from people who follow the existing process are artifacts that can help the business analyst understand the problems or needs of the end users, but not illustrate the vision of the solution. 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-stories>

NEW QUESTION # 154

Northern Trail Outfitters (NTO) has moved its inventory systems to Salesforce to track the clothing it manufactures and sells. As a part of this project, NTO wants to implement several features which will also improve how its inventory is restocked. In order to manage the discovery phase of the project, the project team plans to hire a business analyst (8A).

What should a BA do to be successful during the first phase of the project?

- A. Architect a solution, configure a sandbox, and build a proof of concept.
- B. Elicit requirements, create flows and process diagrams, and understand business analytics.
- C. Elicit requirements, build automation, and deploy a solution,

Answer: B

Explanation:

The tasks that a business analyst should do to be successful during the first phase of an inventory project are elicit requirements, create flows and process diagrams, and understand business analytics. These tasks will help them understand the current state of NTO's inventory system, capture the needs and expectations of stakeholders, map out how NTO tracks its clothing manufacturing and sales processes, and measure how NTO's inventory affects its business performance. Building automation and deploying a solution are tasks for later phases of the project after validating and testing prototypes. Architecting a solution and configuring a sandbox are tasks for developers or architects based on user stories. References: <https://trailhead.salesforce.com>

com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery 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-stories

NEW QUESTION # 155

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. Assertive
- B. Analytical
- C. Collaborative

Answer: C

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 # 156

Universal Containers is transitioning to Slack as its internal communication tool and is ready to release.

What is the final step that a business analyst should perform during the user acceptance testing process that would ensure a "go" decision?

- A. Complete development on bugs discovered during this phase.
- B. Conduct a final retrospective meeting with the project team
- C. Get written sign-off from all business stakeholders.

Answer: C

Explanation:

The final step that a business analyst should perform during the user acceptance testing process that would ensure a "go" decision is to get written sign-off from all business stakeholders. Written sign-off means obtaining formal approval or confirmation from the business stakeholders that the system or solution meets their requirements or expectations and is ready to be released to production. Written sign-off helps to ensure a

"go" decision by demonstrating that the system or solution has passed all the tests or validations, as well as resolving any issues or risks that may prevent the release. Written sign-off also helps to document and communicate the completion and acceptance of the user acceptance testing process. References:

<https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/learn-about-user-acceptance-testing>

NEW QUESTION # 157

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