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## **Question Salesforce Certified-Business-Analyst Explanations - Certified-Business-Analyst Clearer Explanation**

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### **Salesforce Certified Business Analyst Exam Sample Questions (Q141-Q146):**

#### **NEW QUESTION # 141**

Cloud Kicks is creating a new lead conversion process in Sales Cloud. During a recent sprint, the business analyst created user stories related to the Opportunity object. Test scripts were created for the lead conversion process. All of the test scripts passed and the new functionality was deployed. After deployment, end users reported error messages when manually creating new Opportunities.

Which area of user acceptance testing (UAT) was overlooked?"

- **A. Functionality on interconnected objects should be part of UAT.**
- B. End users who are experts in that functionality should participate in UAT.
- C. Several teams should be part of UAT to represent multiple viewpoints.

**Answer: A**

Explanation:

Explanation

The area of user acceptance testing (UAT) that was overlooked was functionality on interconnected objects should be part of UAT. UAT is an end-user testing performed in a sandbox or test environment to verify that a project or enhancement works as intended, and what was originally requested is actually being delivered. UAT involves testing various scenarios on different users and levels of access to demonstrate that the solution works as expected in all situations. UAT should include functionality on interconnected objects because Salesforce objects are often related or linked to each other through lookup or master-detail relationships. For example, leads are converted into accounts, contacts, and opportunities; cases are associated with accounts or contacts; opportunities are closed as orders; etc. Functionality on interconnected objects should be part of UAT because it may affect how users perform their tasks or access their data across different objects. References:

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

#### **NEW QUESTION # 142**

Universal Containers recently kicked off a project to build an Experience Cloud solution for partners. Partners need to upload their monthly sales reports to this account portal.

Which option should the business analyst use as the functional requirement specification?

- **A. The portal should allow for partners to upload monthly sales reports.**
- B. Partners need to submit monthly sales reports.
- C. The portal should allow for partners to access monthly sales reports.

**Answer: A**

#### **NEW QUESTION # 143**

A business analyst (BA) is preparing to demonstrate the functionality built by the development team over the last sprint to the client. Which technique should the BA use to create a compelling demo?

- A. STAR method - situation, task, action, result
- **B. Storytelling - hero, challenge, helper, victory**
- C. Functional - requirements, code/configuration, run as user

**Answer: B**

Explanation:

In creating a compelling demo, the storytelling technique is highly effective. This approach involves framing the demo narrative around a hero (typically the end-user), presenting a challenge they face, introducing the solution (the Salesforce functionality) as the helper, and showcasing the victory, which is the successful resolution of the challenge through the implemented functionality. This technique engages the audience by making the demonstration relatable and showing the practical value of the solution in a real-world context. It emphasizes the impact of the features on the users' daily tasks and how it addresses their specific needs.

#### NEW QUESTION # 144

Northern Trail Outfitters is implementing Marketing Cloud. Stakeholders are having a difficult time conceptualizing how Marketing Cloud uses insights to create journeys. The Business analyst (BA) has been asked to show stakeholders how it works so the implementation project can move forward. Timelines are too tight to present a demo, and approval from stakeholders is needed soon in order to keep the project on track.

What should the BA do to help stakeholders visualize how it will work?

- A. Build a capability model.
- **B. Create a UPN (Universal Process Notation) diagram.**
- C. Schedule a storyboarding session.

**Answer: B**

#### NEW QUESTION # 145

Universal Containers has planned an initiative to assess its Salesforce org to identify areas of risk and has asked the business analyst (BA) to provide an analysis of its current state. The BA will utilize Salesforce Optimizer for the assessment.

How should the BA use the output from the tool?

- A. Verify Lightning page loading time.
- B. Understand the project scope.
- **C. Identify top project priorities.**

**Answer: C**

Explanation:

Explanation

The business analyst should use the output from the Salesforce Optimizer tool to identify top project priorities.

Salesforce Optimizer is a tool that analyzes a Salesforce org and provides recommendations and best practices for improving performance, security, usability, and maintenance. Salesforce Optimizer generates a report that highlights any issues or risks in the org, such as unused fields, inactive users, complex sharing rules, etc., as well as suggests actions for resolving them. The business analyst should use the output from the Salesforce Optimizer tool to identify top project priorities by reviewing the report and ranking or ordering the issues or risks based on their impact, urgency, dependency, or value. The business analyst should also communicate and align with the stakeholders on the project priorities and scope. References:

<https://help.salesforce.com/s/articleView?id=sf.optimizer.htm&type=5>

#### NEW QUESTION # 146

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