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Salesforce Certified Business Analyst Exam Sample Questions (Q164-Q169):

NEW QUESTION # 164

Northern Trail Outfitters has gone through significant growth, moved several business units into Salesforce, and added hundreds of users.

Which key principle should a business analyst follow to help prioritize feature requests from various business units?

- A. Find and install a backlog grooming app from AppExchange.
- **B. Define roles, responsibilities, and processes.**
- C. Give priority to the earliest requested dates.

Answer: B

Explanation:

The business analyst should define roles, responsibilities, and processes to help prioritize feature requests from various business units. This will help to establish clear expectations, communication channels, and decision-making criteria for the project. The business analyst should not give priority to the earliest requested dates, as this may not reflect the business value, urgency, or feasibility of the feature requests. The business analyst should also not find and install a backlog grooming app from AppExchange, as this may not address the root cause of the prioritization problem, and may introduce additional complexity and cost to the project. References: Collaboration with Stakeholders, Get Started with Salesforce Business Analyst Certification Prep, Cert Prep: Salesforce Business Analyst

NEW QUESTION # 165

The Salesforce team at Cloud Kicks (CK) is reviewing the sales team's business processes. During a review session, the business analyst notices that quantifiable benchmarks have yet to be established.

Why is it a best practice to establish benchmarks to evaluate existing processes?

- A. Compares processes against CK's closest competitors
- B. Proves processes are out of date and require a new solution
- **C. Shows tangible impact from changes to processes**

Answer: C

NEW QUESTION # 166

Northern Trail Outfitters wants to reduce the amount of time it takes for customers to receive their orders after making an online purchase.

Which initial steps should the business analyst take to help determine why the order management and fulfillment process is slow?

- A. Conduct interviews with stakeholders in the order management and fulfillment departments to identify individual pain points and brainstorm process improvement solutions.
- B. Work with stakeholders to identify relevant processes, select a key process with defined start and end points, and collaborate with process owners and users to create a current state process map.
- C. Create a process map that includes detailed steps related to order management and fulfillment, analyze the process map for inefficiencies, and present findings to leadership.

Answer: A

NEW QUESTION # 167

At Cloud Kicks (CK), the marketing director's management style is results-driven. CK uses scrum methodology when developing improvements to its Salesforce org. The director requests urgent enhancements in the middle of a sprint that require changes by the development team. The director believes their needs are of the highest importance.

What should the business analyst do when disruptions to the project occur?

- A. Interpret the requests as guidelines to be used when determining priorities for the upcoming release.
- B. Focus on the agreed upon deliverables instead of the new requests to prevent overallocation of resources.
- C. Ask the project manager for an additional resource to implement the new requests.

Answer: A

Explanation:

The best way for a business analyst to handle disruptions to the project from urgent requests by the marketing director is to interpret them as guidelines to be used when determining priorities for the upcoming release.

This will help them balance between meeting stakeholder expectations and following scrum methodology principles. Focusing on agreed upon deliverables instead of new requests may ignore changing business needs or miss opportunities for improvement.

Asking for an additional resource to implement new requests may increase complexity or cost without adding value or quality.

References: <https://trailhead.salesforce.com>

/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders

NEW QUESTION # 168

A business analyst is working with a new customer on a Sales Cloud implementation. The executive sponsor for the project is new to the company and their role as VP. The sponsor has inherited functional requirements from the previous VP that were gathered 9 months ago. The project start date has yet to be defined. The sponsor wants to use the inherited requirements in lieu of a traditional discovery process.

What is the largest risk with this approach?

- A. The previous VP's requirements fail to meet current formatting standards.
- B. The previous VP's requirements are outside of the Salesforce framework.
- C. The previous VP's requirements may differ from those of the new executive.

Answer: C

Explanation:

This answer points out that the previous VP's requirements may differ from those of the new executive as the largest risk with this approach of using the inherited requirements in lieu of a traditional discovery process for a Sales Cloud implementation.

Requirements are statements that describe what a solution must do or have to meet the needs and expectations of the stakeholders or users. Requirements may change over time due to various factors, such as business goals, market trends, customer feedback, or stakeholder preferences.

Using the previous VP's requirements without validating them with the new executive may result in a solution that does not align with their vision, strategy, or value proposition. References: <https://trailhead.salesforce.com/en>

/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

NEW QUESTION # 169

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