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To earn the Salesforce Certified Business Analyst certification, candidates must pass a rigorous exam that covers a wide range of topics, including business analysis and requirements gathering, data modeling and management, Salesforce configuration and customization, and project management methodologies. Certified-Business-Analyst Exam is designed to test the candidate's knowledge and skills in all areas of Salesforce implementation, from initial planning to post-implementation support.

Salesforce Certified Business Analyst Exam Sample Questions (Q72-Q77):

NEW QUESTION # 72

Cloud Kicks (CK) recently decided to transition its business from spreadsheets to a Salesforce solution. CK leaders are excited about the capabilities of Salesforce. Each leader has different ideas about how the platform should be implemented. CK has hired a business analyst (BA) to help define and manage the implementation.

What should the BA do in the first discovery meeting with stakeholders?

- A. Discuss and document specific pain points in existing processes to inform future project requirements.
- B. Preview potential Salesforce solutions and collect feedback from stakeholders on each option to inform the direction of the project.
- **C. Collaborate with stakeholders to examine and define CK's purpose, customers, metrics, and overall business to inform project direction and vision.**

Answer: C

Explanation:

The business analyst should do in the first discovery meeting with stakeholders is to collaborate with stakeholders to examine and define CK's purpose, customers, metrics, and overall business to inform project direction and vision. Discovery is a phase of a Salesforce project that aims to understand the current state of a business, identify its problems or needs, and define its goals or desired outcomes. In the first discovery meeting, the business analyst should work with stakeholders to establish a common understanding of CK's business context, such as its mission, vision, values, customers, competitors, performance indicators, etc. This can help the business analyst align stakeholders on a shared vision and strategy for the Salesforce implementation. Discussing and documenting specific pain points in existing processes may be part of discovery, but not in the first meeting. The business analyst should first understand the big picture of CK's business before diving into the details of its processes. Previewing potential Salesforce solutions and collecting feedback from stakeholders may be part of discovery, but not in the first meeting. The business analyst should first understand the problems or needs of CK's business before proposing any solutions. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-di>

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboratio>

NEW QUESTION # 73

Northern Trail Outfitters (NTO) has noticed that many customers are posting to social media about issues they are having with a new product. The services team is looking for easy ways to engage with these customers and resolve their complaints. During the first discovery meeting of the project, the business analyst (BA) hears that the VP of services and support wants to implement Omni-Channel for NTO's Service Cloud.

What should the BA do first to ensure the ongoing success of the project?

- A. Produce a gap analysis document that will show the ways the requested solution can solve the limitations of NTO's current system.
- **B. Configure a proof-of-concept demo within a sandbox environment to show the pros and cons of the requested solution.**
- C. Encourage the project stakeholders to think of various ways to solve cases different before deciding on a specific solution.

Answer: B

NEW QUESTION # 74

The Business analyst (BA) at Northern Outfitters (NTO) has gathered preliminary functional requirements for an upcoming Salesforce implementation project. Before translating these requirements into user stories, the BA wants to gain additional perspective, feedback, and detail on the requirements from the NTO team.

Which document should help the BA gather this information?

- A. Business analysis plan
- B. Current state analyst
- **C. Stakeholder analysis**

Answer: C

Explanation:

The business analyst should use a stakeholder analysis to gather additional perspective, feedback, and detail on the requirements from the NTO team. A stakeholder analysis is a technique to identify and understand the needs, expectations, interests, influence, and power of the stakeholders involved in a project. A stakeholder analysis can help the business analyst communicate effectively with the stakeholders, manage their expectations, address their concerns, involve them in decision making, and obtain their feedback and approval.

A business analysis plan is not a document to gather additional perspective, feedback, and detail on the requirements from the NTO team. A business analysis plan is a document that describes how the business analysis activities will be conducted, such as what techniques, tools, deliverables, roles, and responsibilities will be used. A business analysis plan can help the business analyst plan and manage their work, but it does not help them gather information from the stakeholders. A current state analysis is not a document to gather additional perspective, feedback, and detail on the requirements from the NTO team. A current state analysis is a technique to understand and document how the current situation or process works, what are its strengths and weaknesses, what are the problems or opportunities for improvement, and what are the root causes of the issues. A current state analysis can help the business analyst identify gaps and needs, but it does not help them gather information from the stakeholders. References: https://trailhead.salesforce.com/en/content/learn/modules/business-analyst_skills-strategies/explore-techniques-i

NEW QUESTION # 75

A business analyst (BA) at Universal Containers had a meeting with sales and service reps to gather requirements around contact management for a new Salesforce implementation. A sales rep wants a place to capture the names of the contact's spouse and children to help build the relationship. The BA writes the following user story.

"As a user, I need to be able to record a contact's title and role as separate data points so I know who to address for various needs of the account." Who should be listed as the persona?

- A. Contact
- B. Sales rep
- C. Service rep

Answer: C

NEW QUESTION # 76

The Salesforce project team at Cloud Kicks is about to start a project that crosses sales and service teams. The business analyst (BA) has been tasked with writing user stories with the teams in a workshop.

What should the BA keep in mind during the process?

- A. User stories specify which technical components are impacted.
- B. User stories are fixed upon stakeholder approval.
- C. User stories encourage iterative development.

Answer: B

NEW QUESTION # 77

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