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1. A customer wants to limit the number of emails a subscriber receives to a maximum of one email

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## Salesforce Certified Business Analyst Sample Questions (Q25-Q30):

### NEW QUESTION # 25

A new business analyst (BA) wants to follow the correct order of phases in the implementation lifecycle on a Salesforce project. How should the BA approach the project?

- A. Analyze, build, deliver, operate
- B. Analyze, operate, build, deliver
- C. Analyze, build, operate, deliver

**Answer: A**

Explanation:

The correct order of phases in the implementation lifecycle on a Salesforce project is analyze, build, deliver, operate. In the analyze phase, the business analyst elicits requirements, maps business processes, and creates user stories. In the build phase, the development team configures and customizes Salesforce based on the user stories. In the deliver phase, the solution is tested, validated, and deployed to production. In the operate phase, the solution is monitored, maintained, and improved based on feedback and metrics. References:

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

### NEW QUESTION # 26

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

**Answer: A**

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 # 27

In what phase of the four application lifecycle milestones does this action belong? Communicate Changes, Update Profiles and Communicate end of Changes.

- A. Build
- B. Deploy
- C. Test
- D. Plan

**Answer: B**

Explanation:

Communicate Changes, Update Profiles and Communicate end of Changes are actions that belong to the Deploy phase of the four application lifecycle milestones. The Deploy phase involves moving changes from one environment to another and ensuring proper communication with stakeholders and end users. The Build phase involves creating solutions using declarative or programmatic tools based on requirements and design specifications. The Test phase involves verifying functionality, performance, security, and usability of solutions using various testing methods and tools. The Plan phase involves defining project scope, objectives, deliverables, resources, timeline, and risks. References: <https://trailhead.salesforce.com/content/learn/modules>

### NEW QUESTION # 28

Cloud Kicks (CK) wants the business analyst (BA) assigned to its Salesforce transformation project to help it achieve organizational success.

The BA guides CK through a set of activities that provides tangible value and helps CK reflect on the nature of its business and the value it provides to customers.

Which strategy is the BA employing?

- **A. The five W's and an H**
- B. The five most important questions
- C. The five ways to build trust

**Answer: A**

Explanation:

The "Five W's and an H" framework-Who, What, When, Where, Why, and How-is widely used to ensure comprehensive understanding and strategy development:

Holistic Analysis: By guiding CK through questions addressing these dimensions, the BA ensures thorough exploration of organizational goals and challenges.

Value-Driven Approach: This aligns with Salesforce's strategy of deriving business value and insights through discovery sessions, which ultimately enhance customer satisfaction and project success.

Framework Alignment: Salesforce documentation encourages asking fundamental questions to uncover the full scope of business processes and expected outcomes, which is exemplified in the use of the "Five W's and an H."

### NEW QUESTION # 29

As part of the digital transformation at Cloud Kicks, company leaders have decided to adopt Service Cloud as its CRM platform for customer service and support. Executive directors are supportive of the initiative, but end users are unconvinced and prefer to remain on the current platform.

What should the business analyst do to gain the end users' cooperation?

- A. Use an assertive influencing style; demonstrate authority and expertise; outline the project objectives; and make sure end users know that the decision has been made and the time to make changes has passed.
- B. Respond to end users with empathy and accommodate their needs; translate the end users' needs into technical requirements; and deliver the project to the developers to implement the solution.
- **C. Identify key stakeholders and develop relationships with them as a trusted advisor; involve stakeholders and end users in the design of the new solution; and act as a liaison between business and technical teams.**

**Answer: C**

Explanation:

The best way for a business analyst to gain the end users' cooperation is to identify key stakeholders and develop relationships with them as a trusted advisor; involve stakeholders and end users in the design of the new solution; and act as a liaison between business and technical teams. This will help them understand their needs and expectations, demonstrate value and benefits, and facilitate communication and feedback.

Responding to end users with empathy and accommodate their needs; translating the end users' needs into technical requirements; and delivering the project to the developers to implement the solution may be too reactive or passive without addressing the root causes of resistance or ensuring alignment. Using an assertive influencing style; demonstrating authority and expertise; outlining the project objectives; and making sure end users know that the decision has been made and the time to make changes has passed may be too aggressive or authoritative without building trust or rapport. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders>

### NEW QUESTION # 30

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