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Salesforce Certified Business Analyst Exam Sample Questions (Q154-Q159):

NEW QUESTION # 154

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. Analytical
- B. Assertive
- **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 # 155

Universal Containers is planning to implement Commerce Cloud to sell more products. The business analyst working on this project has gathered requirements and is translating them into user stories.

What should the user story focus on?

- A. Sales margins
- **B. Customer experience**
- C. Product functionality

Answer: B

Explanation:

The user story should focus on customer experience. Customer experience is the perception and feeling that a customer has when interacting with a product or service. Customer experience is a key factor that influences customer satisfaction, loyalty, retention, and advocacy. A user story should focus on customer experience because it helps to define the value or benefit that the customer expects from the product or service, and provides a basis for designing and developing the solution that meets or exceeds the customer's needs and expectations. The other options are either irrelevant or incomplete. Option A does not focus on customer experience, but rather on sales margins, which are an internal metric that may not reflect the customer's perception or feeling. Option C does not focus on customer experience, but rather on product functionality, which is only one aspect of customer experience and may not address the customer's emotional or psychological needs. References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories>

NEW QUESTION # 156

Cloud Kicks (CK) has expressed concerns about the distribution process for a new line of shoes, because the company consistently misses its targeted delivery dates. CK asks the business analyst (BA) to uncover the issue and propose a business solution.

What should the BA do next?

- **A. Shadow an operations team member at the CK distribution facility.**
- B. Explore how retailers similar to CK handle distribution.
- C. Review future state distribution processes for CK.

Answer: A

NEW QUESTION # 157

A business analyst (BA) at Northern Trail Outfitters (NTO) is assigned to a project to help revamp n process.

The current process used by the sales team is different than the process outlined in NTO's documentation.

Which step should the BA take first?

- A. Meet with stakeholders as a group to capture future requirements.

- B. Meet with stakeholders as a group to understand the current state.
- C. Create an Entity Relationship Diagram (ERD) of the current state.

Answer: B

NEW QUESTION # 158

Northern Trail Outfitters has a large Salesforce org with sales, marketing, and billing teams pushing for the development of a large number of items in the backlog.

Which management process should the business analyst suggest to help the teams align on their competing priorities?

- A. Vision, Values, Methods, Obstacles, and Measures (V2MOM)
- B. Integrated Definition for Process Description Capture Method (IDEF3)
- C. Business Process Modeling Notation (BPMN)

Answer: A

Explanation:

Explanation

The management process that the business analyst should suggest to help the teams align on their competing priorities is Vision, Values, Methods, Obstacles, and Measures (V2MOM). V2MOM is a framework that helps to define and communicate a shared vision and strategy for a project or organization. V2MOM stands for Vision (what you want to achieve), Values (what's important to you), Methods (how you will get it done), Obstacles (what might stand in your way), and Measures (how you will know when you're successful).

V2MOM helps to align teams on their common goals and priorities, as well as track their progress and results.

References:<https://trailhead.salesforce.com/content/learn/modules/v2mom-align-your-vision-and-values/v2mom>

NEW QUESTION # 159

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