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## Salesforce Certified Business Analyst Exam Sample Questions (Q231-Q236):

NEW QUESTION # 231

The Service Center at Universal Containers (UC) uses Service Cloud and Experience Cloud to manage its customer case lifecycle. UC wants to limit the number of interactions a customer has during the lifecycle. The project leader has asked the business analyst (BA) to visually illustrate the lifecycle. Which document should the BA create?

- A. Journey Map
- B. Process Map
- C. Heat Map

**Answer: A**

Explanation:

This answer identifies a journey map as the document that the BA should create to visually illustrate the customer case lifecycle for UC. A journey map is a tool that shows how customers interact with a business across different touchpoints, channels, and stages. A journey map helps to understand and improve the customer experience, identify pain points and opportunities, and align business goals with customer needs.

References: <https://trailhead.salesforce.com/en/content/learn/modules/customer-journey-basics/create-a-customer-journey-map>

### NEW QUESTION # 232

Northern Tail Outfitters has hired a business analyst (BA) to help revamp the order management process. During the backlog refinement session, the BA discovers that a few user stories are no longer needed. What should the BA do next?

- A. Cancel these user stories and remove them from the backlog.
- B. Move these user stories to the bottom of the backlog.
- C. Review these user stories in the backlog at the next sprint retrospective.

**Answer: C**

Explanation:

Explanation

This answer states that reviewing these user stories in the backlog at the next sprint retrospective is what the BA should do next after discovering that a few user stories are no longer needed for revamping the order management process at NTO. User stories are short descriptions of a feature or a functionality from a user's perspective. Backlog is a list of user stories that need to be prioritized and completed for a project or a product.

Sprint retrospective is a meeting or a workshop where the project team reviews and reflects on their performance and progress in the previous sprint. Reviewing these user stories in the backlog at the next sprint retrospective means that the BA discusses and evaluates these user stories with the project team to determine if they are still relevant, valuable, or feasible for revamping the order management process. Reviewing these user stories in the backlog at the next sprint retrospective is what the BA should do next after discovering that a few user stories are no longer needed because it helps the BA to update and maintain the backlog, and to ensure that the user stories align with the project scope and goals.

References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use>

### NEW QUESTION # 233

Cloud Kicks uses declarative change set development to deliver its Salesforce customizations. The business analyst (BA) works with the technical team on the project to track changes that require manual migration.

Which resources should the BA use to determine which changes must be made manually in each environment?

- A. Setup Audit Trail
- B. Object Schema Builder
- C. Metadata coverage report

**Answer: C**

### NEW QUESTION # 234

The business analyst (BA) at Cloud Kicks (CK) is writing user stories for an upcoming Commerce Cloud website release. One of the requirements from the technical team is to perform stress testing for an upcoming promotion. The BA is translating the requirement into a user story.

Which user story most accurately represents the goal?

- A. As a site administrator of the CK website, I want to make sure that the web server can process requests at 150% of the average traffic rate during the latest promotion.
- B. As a visitor to the CK website, I want to make sure that I can shop without disruption during a large promotion so I have a frictionless shopping experience.
- C. As a user, I want to make sure that shoppers on the CK website can complete their purchases without disruption during the newest promotion.

**Answer: A**

Explanation:

The user story that most accurately represents the goal is B. As a site administrator of the CK website, I want to make sure that the web server can process requests at 150% of the average traffic rate during the latest promotion. This user story clearly defines who (site administrator), what (make sure that the web server can process requests), why (during the latest promotion), and how (at 150% of the average traffic rate). This user story also aligns with the goal of performing stress testing for an upcoming promotion, which is a type of testing that evaluates how a system performs under extreme load or demand. The other options are either inaccurate or incomplete. Option A is inaccurate because it does not represent the goal of stress testing, but rather the goal of usability testing, which is a type of testing that evaluates how easy and intuitive a system is to use. Option C is incomplete because it does not specify how (at what rate or level) to make sure that shoppers can complete their purchases without disruption. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories>

#### NEW QUESTION # 235

A business analyst is using storytelling to communicate the vision for a Salesforce solution to business stakeholders. Which storytelling technique should the BA use in their initial demo of a solution to business stakeholders?

- A. Highlight a perspective from testing feedback that identifies bugs and pain points in their business challenges.
- B. Describe a perspective from the business requirements document that addresses architectural concerns based on their business challenges.
- C. Give a perspective from a relatable persona that shows the development team can solve their business challenges.

**Answer: C**

Explanation:

A business analyst should use storytelling to communicate the vision for a Salesforce solution to business stakeholders by giving a perspective from a relatable persona that shows how the development team can solve their business challenges. This will help them empathize with the user's needs and goals, and see how the solution will benefit them. Highlighting a perspective from testing feedback that identifies bugs and pain points in their business challenges may be discouraging or demotivating for the stakeholders. Describing a perspective from the business requirements document that addresses architectural concerns based on their business challenges may be too technical or abstract for the stakeholders. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders>

#### NEW QUESTION # 236

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