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## Salesforce Certified Business Analyst Sample Questions (Q289-Q294):

### NEW QUESTION # 289

Universal Containers wants the ability to fill out a survey based on customer feedback. The team is unable to visualize a possible solution in order to confirm the requirements.

Which elicitation technique should the business analyst use to help the team meet its goal?

- A. Brainstorming
- B. Prototyping
- C. Observation

**Answer: B**

Explanation:

This answer recommends prototyping as an elicitation technique to help the team meet its goal of filling out a survey based on customer feedback. Prototyping is a technique that involves creating a mockup or a sample of a solution to demonstrate how it will look and function. Prototyping can help the BA validate requirements, solicit feedback, and refine the design of the solution.

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

### NEW QUESTION # 290

A business analyst (BA) working on a Service Cloud implementation is reviewing user stories to verify they are written effectively. What should the BA confirm about the user stories when completing this review?

- A. They can be easily prioritized and are small enough to estimate accurately.
- B. They are dependent on related acceptance criteria and overlap with other use cases.
- C. They contain substantial details and focus on technical elements.

**Answer: A**

Explanation:

The business analyst should confirm that the user stories are written effectively by checking that they can be easily prioritized and are small enough to estimate accurately. User stories are short and simple descriptions of a feature or functionality from the perspective of an end user or customer. User stories should follow the INVEST criteria, which stands for Independent, Negotiable, Valuable, Estimable, Small, and Testable. User stories that can be easily prioritized and are small enough to estimate accurately are more likely to meet the Estimable and Small criteria. Estimable means that a user story should have enough information and clarity to allow developers and testers to estimate the effort and time required to complete it. Small means that a user story should be simple and concise, and it should be able to be completed within a single sprint by a single developer or a small team. References: <https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories>

### NEW QUESTION # 291

An executive at Cloud Kicks has tasked the internal Salesforce staff with the optimization of a very manual process in its Salesforce org. What should the business analyst do first before a future state is proposed to key stakeholders?

- A. Discuss project trade-offs with the executive sponsor.
- B. Manage project integrations with the technical team.
- C. Hold a kickoff meeting to set expectations with the project team.

**Answer: C**

Explanation:

The first thing that the business analyst should do before a future state is proposed to key stakeholders is to hold a kickoff meeting to set expectations with the project team. A kickoff meeting is an important step in initiating a Salesforce project, as it helps to establish the project vision, goals, scope, roles, responsibilities, communication plan, and success criteria. A kickoff meeting also helps to build rapport and trust among the project team members, as well as identify any potential risks or issues that may affect the project delivery.

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

### NEW QUESTION # 292

Northern Trail Outfitters (NTO) wants to address a recent group of complaints it received from the service team. The NTO Salesforce team was alerted that the current routing process is preventing cases from reaching the correct service team without manual intervention.

Which action should the business analyst take to best understand and document the current state and recommend a future state?

- A. Organize a brainstorming session with service team leadership.
- B. Engage in a live process modeling exercise with the service team.
- C. Review individual surveys and questionnaires from the service team.

**Answer: B**

Explanation:

This answer states that engaging in a live process modeling exercise with the service team is what the BA should do to best understand and document the current state and recommend a future state for addressing a recent group of complaints from UC's service team about automated case assignments in Service Cloud. A live process modeling exercise is an activity where the BA works with the service team members to create and validate a visual representation of how they perform their tasks or activities.

related to case assignments in Service Cloud. A live process modeling exercise can help the BA to best understand and document the current state by capturing and verifying the inputs, outputs, steps, decisions, roles, etc. of case assignments in Service Cloud from different perspectives and sources of information. A live process modeling exercise can also help the BA to recommend a future state by identifying and prioritizing the gaps or issues in case assignments in Service Cloud, and by proposing and evaluating possible improvements or solutions for them. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business>

### NEW QUESTION # 293

Cloud Kicks is implementing cases to handle its growing volume of customer inquiries. The Business analyst (BA) on the implementation has 2 years of experience with Service Cloud. This is one of the user stories the BA wrote for the implementation: A customer service representative wants to use Salesforce Macros to update notes and change the case stats to close to reduce the time spent on each case.

Which mistake did the BA make when writing this user story?

- A. The story explained the value to the user.
- **B. The story included feature-specific language.**
- C. The incorrect persona was used in the story.

**Answer: B**

### NEW QUESTION # 294

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