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Salesforce Certified Business Analyst Sample Questions (Q96-Q101):

NEW QUESTION # 96

Northern Trail Outfitters is starting a project to implement Service Cloud for the customer service department. Which activity should be handled by a business analyst assigned to this project?

- A. Manage existing Salesforce applications and activities.
- **B. Understand current business processes and document existing functionality.**
- C. Work with Salesforce to purchase the necessary licenses.

Answer: B

Explanation:

A business analyst assigned to a Service Cloud project should understand the current business processes and document the existing functionality of the customer service department. This will help them identify the gaps, pain points, and opportunities for improvement. Working with Salesforce to purchase the necessary licenses is a task for the project manager or sponsor. Managing existing Salesforce applications and activities is a task for the administrator or developer. References:

<https://trailhead.salesforce.com/content/learn/modules>

[/salesforce-business-analyst-certification-prep/customer-discovery](https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery) <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping>

NEW QUESTION # 97

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 # 98

The business analyst at Cloud Kicks received verbal acceptance of all user stories by the product owner and set the status of the user stories to "Ready for Development" on a spreadsheet. The development team later reports are unable to confirm which user stories are ready to be built.

- A. The user stories were linked to the incorrect business process map.
- **B. The user stories were save outside of a shared repository**
- C. The definition of done of the user stories was unclear.

Answer: B

Explanation:

This answer states that saving user stories outside of a shared repository is why UC's development team reports they are unable to confirm which user stories are ready to be built after receiving verbal acceptance of all user stories by the product owner and setting their status to 'Ready for Development' on a spreadsheet by UC's BA. A shared repository is a common or central location where documents or files can be stored, accessed, and updated by multiple users or teams. Saving user stories outside of a shared repository means that the BA stores user stories in a place where they are not visible or available to other users or teams, such as their personal computer, email, etc. Saving user stories outside of a shared repository is why UC's development team reports they are unable to confirm which user stories are ready to be built because it prevents them from seeing or accessing the latest version or status of user stories, and it creates confusion or inconsistency among them. References:

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

NEW QUESTION # 99

The sales team at Universal Containers has concerns that the process for distributing new leads is too slow. The VP of sales has engaged a business analyst (BA) to help map out a process to distribute new leads quickly. The BA sets up a meeting with stakeholders and learns a stakeholder already has a solution in mind. What should the BA do next?

- A. Implement the solution now to save time in the planning phase.
- B. Ask the stakeholder to demo their solution to the project team.
- **C. Gather requirements and then note the proposal solution.**

Answer: C

NEW QUESTION # 100

Universal Container (CU) has brought in a business analyst to help implement an expensive AppExchange product in its Salesforce org to optimize the sales pipeline. The BA is free to speak to anyone at UC to gather the information they need to ensure success. The BA decides to speak to the stakeholders who are most impacted. Which key stakeholder should the BA speak to first?

- A. Sales Users
- **B. VP of sales**
- C. IT leaders

Answer: B

NEW QUESTION # 101

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