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Salesforce Certified Business Analyst Sample Questions (Q121-Q126):

NEW QUESTION # 121

Universal Containers is merging with another company that uses a different CRM. During requirements workshops, the incoming support team has been proactively sharing ideas, but the incoming sales team has been less engaged. What should the BA do to ensure they are able to gather the necessary requirements?

- A. Continue the requirements workshops and hope the salesforce become more responsive.
- B. Put extra effort into following up with the sales team... requirements.
- C. Shift focus to the support team since they are proactively providing requirements.

Answer: B

Explanation:

Proactively engaging the sales team is crucial for gathering a comprehensive set of requirements:

Ensuring Inclusivity: All functional teams must provide input for a successful CRM merger. Salesforce encourages proactive engagement with less responsive stakeholders to ensure all perspectives are considered.

Addressing Resistance: Direct follow-ups allow the BA to uncover reasons for disengagement and address them effectively.

Balanced Requirements Gathering: This approach prevents an imbalance in requirements that may lead to solutions favoring one team over another.

NEW QUESTION # 122

Historically, Cloud Kicks (CK) has been a B2C company. CK now wants to add a B2B line of business. Sales leadership at CK has asked the business analyst (BA) how this will impact its existing and future Salesforce configuration.

Where should the BA focus the initial impact analysis?

- A. Lead Processes
- B. Person Accounts
- C. Einstein Forecasting

Answer: A

Explanation:

When shifting from a B2C to a B2B model, focusing on Lead Processes is critical for several reasons:

Sales Processes and Lead Management: The transition requires adapting Salesforce configurations to support B2B sales cycles, which typically involve different stages and attributes compared to B2C. Salesforce documentation highlights the importance of customizing lead processes to reflect the sales funnel accurately for business customers.

Alignment with B2B Practices: Salesforce's Sales Cloud features for B2B businesses, such as managing accounts and contacts hierarchies, work seamlessly with lead processes. It's crucial to ensure that the lead qualification, assignment, and conversion processes align with B2B practices.

Person Accounts Relevance: While person accounts might be relevant for B2C setups, the B2B model operates with organizational hierarchies that are better served through traditional account and contact structures. Therefore, the initial focus on lead processes ensures a proper setup for downstream configurations.

By prioritizing lead processes, the business analyst ensures a robust foundation for supporting B2B sales operations in Salesforce.

NEW QUESTION # 123

The business analyst at Universal Containers is helping the team transition from workflow rules to flows. The work has been built and it is time to kick off user acceptance testing (UAT).

What is the goal of UAT?

- A. To ensure what was originally requested is being delivered
- B. To identify acceptance criteria with pass/fail indicators
- C. summarize the overall ask and determine what is in scope

Answer: A

Explanation:

The goal of user acceptance testing (UAT) is to ensure what was originally requested is being delivered by the development team. UAT is the final phase of testing before a solution is released to production. UAT involves users or stakeholders who validate that the solution meets their needs and expectations, based on the user stories and acceptance criteria. UAT helps to verify that the solution is fit for purpose and ready for launch.

References: <https://trailhead.salesforce.com/content/learn/modules/user-story-creation/user-acceptance-testing>

NEW QUESTION # 124

Cloud Kicks (CK) needs to integrate the industry standard due-diligence in its sales process to verify customers in Sales Cloud. CK asks the business analyst (BA) to identify which stage in the sales process the industry standard due-diligence should be embedded.

What should the BA do to meet the requirement?

- A. Develop a process map as a base, work with stakeholders to understand the trigger point, and locate the stage.
- B. Identify the triggers, locate the stage, and add the standard due-diligence as a subprocess.
- C. Locate the stage, add the standard due-diligence as a subprocess, and set the trigger point.

Answer: A

Explanation:

The best practice for identifying which stage in the sales process the industry standard due-diligence should be embedded is to develop a process map as a base, work with stakeholders to understand the trigger point, and locate the stage. This practice helps to:

Develop a process map as a base: This provides a visual representation of the sales process, showing the steps, inputs, outputs, roles, and decisions involved in each stage.

Work with stakeholders to understand the trigger point: This helps to elicit feedback and insights from the stakeholders who are familiar with or affected by the sales process, and identify when or why the industry standard due-diligence is needed or required.

Locate the stage: This helps to determine where in the sales process the industry standard due-diligence should be embedded, based on the trigger point and the business logic. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/create-a-process-map>

NEW QUESTION # 125

Northern Trail Outfitters has decided to implement Sales Cloud. A business analyst (BA) has been assigned to document the requirements for this project.

What should the BA include in these requirements?

- A. Test scripts to validate requirements
- B. **High-level description of required functionality**
- C. Detailed documentation of technical solution

Answer: B

Explanation:

The business analyst should include a high-level description of required functionality in the requirements for Sales Cloud implementation. A high-level description of required functionality is a brief and general statement that describes what a system or solution must do or provide to meet a business need or goal. A high- level description of required functionality helps to capture and communicate the scope and value of a requirement or feature. The business analyst should include a high-level description of required functionality in the requirements for Sales Cloud implementation by using clear and concise language, avoiding technical jargon or details, and focusing on outcomes rather than solutions. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/requirements-management>

NEW QUESTION # 126

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