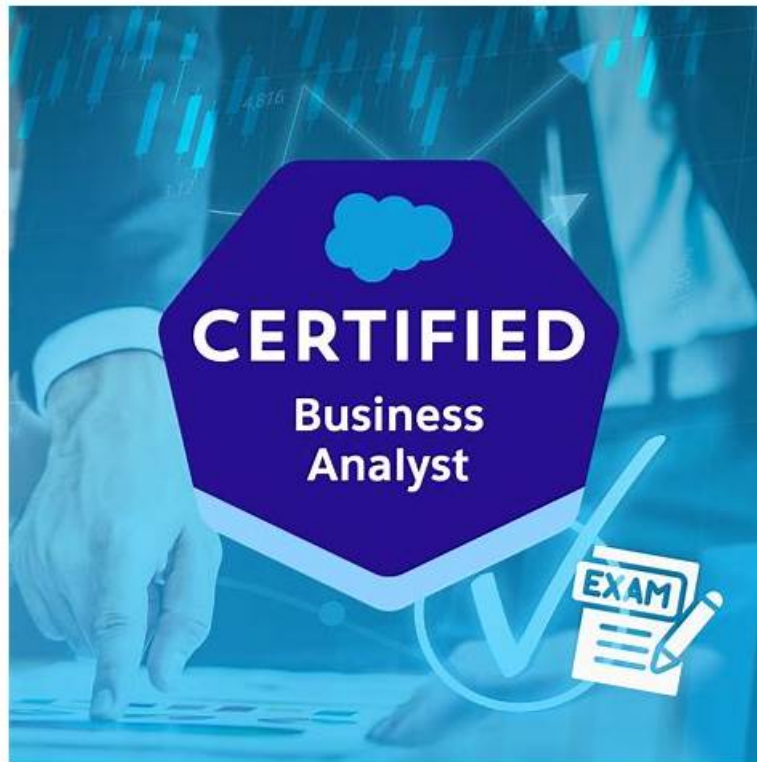


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Salesforce Certified Business Analyst Exam Sample Questions (Q117-Q122):

NEW QUESTION # 117

Universal Containers (UC) uses a Salesforce org. UC is merging with a sister company that uses a different CRM. The incoming sales team is reluctant to change to a different process. The business analyst (BA) has been asked to help reach consensus and drive adoption.

Which group is well positioned to help the BA secure alignment for the initiative?

- A. Executive sponsors and sales leadership
- **B. Power users and top sales earners**
- C. System admin and project manager

Answer: B

Explanation:

This answer identifies executive sponsors and sales leadership as the group that is well positioned to help the BA secure alignment for the initiative. Executive sponsors and sales leadership are key stakeholders who have the authority, influence, and interest in the project. They can help the BA communicate the vision, benefits, and expectations of the new process, and address any resistance or concerns from the incoming sales team.

References:

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

NEW QUESTION # 118

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. Product functionality
- **C. Customer experience**

Answer: C

NEW QUESTION # 119

Northern Trail Outfitters is Updating Its customer portal built on Experience Cloud. The team has drafted a user story:

"As a customer, I want to be able to chat with a support agent and view my account, see my orders, and ask questions via the customer port.

What should a business analyst do to improve this user story?

- **A. Adjust the goal of the user story to be independent.**
- B. Include specific information about potential Salesforce solutions.
- C. Estimate how long it will take the technical team to complete the story.

Answer: A

Explanation:

This answer suggests adjusting the goal of the user story to be independent as a way to improve this user story for updating its customer portal built on Experience Cloud. The goal of a user story is what the user or stakeholder wants to accomplish, why they want to accomplish it, and how they will measure success. The goal of a user story should be independent, meaning that it does not depend on or overlap with other user stories. This user story has a goal that is too broad and complex, as it includes multiple features or functionalities (chat with a support agent, view account, see orders, ask questions) in one user story. Adjusting the goal of the user

story to be independent can help to break down this user story into smaller and simpler user stories that can be completed in one sprint. References:

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

NEW QUESTION # 120

Universal Containers wants to build a simple activity capture process for leads. One of the objectives is to minimize technical debt and inherit new features of the Salesforce Platform in future releases.

What should the business analyst recommend to meet the requirements?

- A. Custom object for activity capture, custom Lightning web component user interface
- **B. Standard object for activity capture, screen Flow user interface**
- C. Standard object for activity capture, custom Lightning Web Component user interface

Answer: B

Explanation:

The recommendation that the BA should make to meet the requirements is to use a standard object for activity capture, screen Flow user interface. This recommendation helps to:

* Minimize technical debt: Technical debt is the cost or consequence of choosing a quick or easy solution over a better or more sustainable one. Using a standard object for activity capture helps to minimize technical debt because it leverages the existing functionality and features of Salesforce, reduces the need for custom development or maintenance, and inherits new updates and enhancements from Salesforce releases. Using a screen Flow user interface also helps to minimize technical debt because it allows for creating and modifying screens and logic without writing code, using point-and-click tools such as Flow Builder.

* Inherit new features of the Salesforce Platform in future releases: Using a standard object for activity capture helps to inherit new features of the Salesforce Platform in future releases because it enables the use of native Salesforce components and integrations, such as Lightning Experience, Einstein Activity Capture, Lightning Dialer, etc., that can enhance the activity capture process and user experience. Using a screen Flow user interface also helps to inherit new features of the Salesforce Platform in future releases because it supports the use of Lightning Web Components and other UI elements that can improve the look and feel of the screens and provide more functionality and customization options. The other options are either incorrect or irrelevant. Option B is incorrect because using a custom Lightning Web Component user interface does not minimize technical debt or inherit new features of the Salesforce Platform in future releases, but rather increases technical debt and maintenance costs, and requires custom development and testing to keep up with Salesforce updates and changes. Option C is incorrect because using a custom object for activity capture does not minimize technical debt or inherit new features of the Salesforce Platform in future releases, but rather increases technical debt and maintenance costs, and limits the use of native Salesforce components and integrations for activity capture.

References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional-requirements/evaluate-solution-options>

NEW QUESTION # 121

Universal Containers is currently doing user acceptance testing for a global customer service project that leverages Service Cloud. A stakeholder is executing a test case for a specific user story. The stakeholder has provided this feedback:

- * The functionality described in the test case is working as expected.
- * The stakeholder wants to change the label of several fields described in the test case.
- * The stakeholder wants to add two new fields that were excluded from the test case.

Which step should the business analyst take next?

- A. Acknowledge the feedback, create a new test case that includes the field changes, and assign the test case back to the stakeholder for immediate testing.
- B. Acknowledge the feedback, update the existing user story to include the field changes, and assign the user story back to the technical team for immediate development.
- **C. Acknowledge the feedback, create a new user Story that includes the field changes, and ask the stakeholder to update the existing test case to show it was successfully tested.**

Answer: C

Explanation:

This answer suggests acknowledging the feedback, creating a new user story that includes the field changes, and asking the stakeholder to update the existing test case to show it was successfully tested as the next step for the BA after receiving this feedback from a stakeholder during user acceptance testing for a global customer service project that leverages Service Cloud.

Acknowledging the feedback shows respect and appreciation for the stakeholder's input and involvement. Creating a new user story

that includes the field changes helps to capture and prioritize the new requirements, and avoid scope creep or impact on other user stories. Asking the stakeholder to update the existing test case to show it was successfully tested helps to validate and document that the functionality described in the test case is working as expected. References:
<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements>

NEW QUESTION # 122

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