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Salesforce Certified Business Analyst Exam Sample Questions (Q10-Q15):

NEW QUESTION # 10

A business analyst has been tasked with leading prototype efforts for a Salesforce project.
What is a prototype?

- A. A polished, proven solution
- B. A model of a final proposed product
- C. A first pass, simple sketch of an idea

Answer: C

Explanation:

Explanation

A prototype is a first pass, simple sketch of an idea that can be used to test assumptions, gather feedback, and validate solutions. It is not a model of a final proposed product, which is more detailed and refined. It is not a polished, proven solution, which is the outcome of testing and iterating on prototypes. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories>
<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-accepta>

NEW QUESTION # 11

A business analyst (BA) at Northern Trail Outfitters was asked to create a new user story for a Sales Cloud update requested by the inside sales team. The BA created the following story:

"As a user, I need visibility to customers' purchase history details so I can increase efficiencies and improve closure rates by better tailoring sales offerings." Which mistake did the BA make when creating this story?

- A. The need is undefined.
- **B. The persona is undefined.**
- C. The goal is undefined.

Answer: B

Explanation:

Explanation

The mistake that the business analyst made when creating this story is that the persona is undefined. A persona is a fictional representation of an end user who has a specific role, goal, or need. A user story should specify the persona as part of its format: "As a [persona], I need [need], so I can [goal]". Specifying the persona can help the business analyst communicate who will use the feature and why it matters to them. The goal and the need are defined in this user story. The goal is to increase efficiencies and improve closure rates by better tailoring sales offerings. The need is visibility to customers' purchase history details. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories> <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-di>

NEW QUESTION # 12

The business analyst (BA) at Northern Trail Outfitters is writing user stories about a Case creation feature within Service Cloud for an upcoming sprint. This feature overlaps with another feature that is being developed in the current sprint. The BA is working with the technical team to identify metadata dependencies across features to prevent overwriting before the release.

What should the BA use?

- A. Change Sets
- **B. Version control**
- C. Setup Audit Trail

Answer: B

NEW QUESTION # 13

Cloud Kicks wants managers to be able to approve time-off requests in Salesforce. A business analyst (BA) wrote the following User Story.

"As a manager, I want to communicate the status of time-off requests with employees so that I can increase employee satisfaction.'
* A manager can change the status of the request
* A manager can send a comment to the employee about their request.
* The solution must be intuitive.

Why does the BA need to make a change to improve the user story'

- A. The acceptance criteria should be solution focused.
- **B. The acceptance criteria is too vague.**
- C. The user story is too large to test.

Answer: B

NEW QUESTION # 14

As part of the digital transformation at Cloud Kicks, company leaders have decided to adopt Service Cloud as its CRM platform for customer service and support. Executive directors are supportive of the initiative, but end users are unconvinced and prefer to remain on the current platform.

What should the business analyst do to gain the end users' cooperation?

- A. Respond to end users with empathy and accommodate their needs; translate the end users' needs into technical requirements; and deliver the project to the developers to implement the solution.
- B. **Identify key stakeholders and develop relationships with them as a trusted advisor; involve stakeholders and end users in the design of the new solution; and act as a liaison between business and technical teams.**
- C. Use an assertive influencing style; demonstrate authority and expertise; outline the project objectives; and make sure end users know that the decision has been made and the time to make changes has passed.

Answer: B

Explanation:

The best way for a business analyst to gain the end users' cooperation is to identify key stakeholders and develop relationships with them as a trusted advisor; involve stakeholders and end users in the design of the new solution; and act as a liaison between business and technical teams. This will help them understand their needs and expectations, demonstrate value and benefits, and facilitate communication and feedback.

Responding to end users with empathy and accommodate their needs; translating the end users' needs into technical requirements; and delivering the project to the developers to implement the solution may be too reactive or passive without addressing the root causes of resistance or ensuring alignment. Using an assertive influencing style; demonstrating authority and expertise; outlining the project objectives; and making sure end users know that the decision has been made and the time to make changes has passed may be too aggressive or authoritative without building trust or rapport. References:

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

NEW QUESTION # 15

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