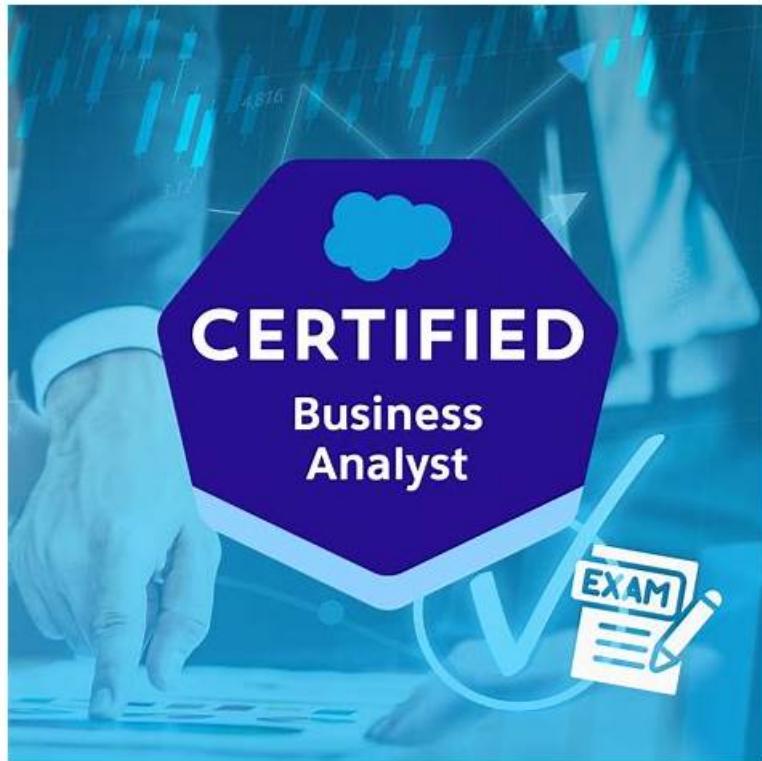


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To become a Salesforce Certified Business Analyst, candidates must pass the certification exam. Certified-Business-Analyst Exam is a multiple-choice format with 60 questions and is timed for 105 minutes. Certified-Business-Analyst exam is administered by

Salesforce and can be taken remotely or at a testing center. Candidates must score 63% or higher to pass the exam. Once certified, professionals can showcase their expertise in Salesforce business analysis and can pursue various career opportunities in the Salesforce ecosystem.

Salesforce Certified Business Analyst Exam Sample Questions (Q89-Q94):

NEW QUESTION # 89

A business analyst (BA) is working on a request from a sales leader at Universal Containers. The sales leader has noticed the quality of information on new leads has declined recently. After completing their initial research, the BA concludes that the Salesforce lead intake form needs to be updated to include only essential information. Since several sales teams use the intake form, the BA must get alignment from all of the groups.

How does whiteboarding help the BA collaborate with multiple stakeholders?

- A. It provides a single document in a central location for stakeholders to contribute, allowing each group to provide feedback on their own, instead of requiring everyone to meet and discuss together.
- B. It provides a script to follow with suggested questions and prompts, identifies exactly what each group needs in order to be successful, and the final version acts as the business requirements document.
- C. **It builds a shared understanding of the current state, creates a space for everyone to contribute since the activity feels shared, and guides the conversation while maintaining engagement.**

Answer: C

Explanation:

Explanation

Whiteboarding is a technique that involves using a whiteboard or a similar tool to visually represent a process, problem, or solution. Whiteboarding helps the BA collaborate with multiple stakeholders by building a shared understanding of the current state, creating a space for everyone to contribute since the activity feels shared, and guiding the conversation while maintaining engagement.

Whiteboarding also helps to identify issues, gaps, opportunities, and dependencies in the process, and to generate ideas and feedback from stakeholders.

References:

[https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/plan-and-facilitate-](https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/plan-and-facilitate)

NEW QUESTION # 90

Northern Trail Outfitters wants to reduce the amount of time it takes for customers to receive their orders after making an online purchase.

Which initial steps should the business analyst take to help determine why the order management and fulfillment process is slow?

- A. **Work with stakeholders to identify relevant processes, select a key process with defined start and end points, and collaborate with process owners and users to create a current state process map.**
- B. Create a process map that includes detailed steps related to order management and fulfillment, analyze the process map for inefficiencies, and present findings to leadership.
- C. Conduct interviews with stakeholders in the order management and fulfillment departments to identify individual pain points and brainstorm process improvement solutions.

Answer: A

Explanation:

The initial steps that the business analyst should take to help determine why the order management and fulfillment process is slow are:

* Work with stakeholders to identify relevant processes, such as order placement, order confirmation, order processing, order shipping, order tracking, etc.

* Select a key process with defined start and end points, such as order processing, which involves verifying customer information, checking inventory availability, allocating products, generating invoices, etc.

* Collaborate with process owners and users to create a current state process map, which shows how the order processing process is currently performed in Salesforce, what steps or activities are involved, what inputs or outputs are used or produced, what decisions are made, what roles or systems are interacted with, etc.

These steps help to establish a baseline for measuring the current state of performance, identify pain points and opportunities for improvement, and align with the desired business outcomes. References:

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

NEW QUESTION # 91

Cloud Kicks (CK) wants to enhance the user experience for customer service agents on Service Cloud so they can effectively meet their service-level agreements. CK has a vision for the future state, but needs to understand how to achieve it. A business analyst (BA) has been assigned to help with this goal.

Which type of document should the BA use to meet the requirement?

- A. Use case
- B. Change management
- C. **Gap analysis**

Answer: C

Explanation:

A gap analysis is a document that compares the current state with the desired future state of a process or system, identifies what needs to change or improve, and recommends actions or solutions to bridge the gap. A gap analysis can help CK understand how to enhance its user experience for customer service agents on Service Cloud so they can effectively meet their service-level agreements. A change management document is a document that outlines how changes will be planned, implemented, communicated, monitored, controlled, etc., during a project lifecycle.

NEW QUESTION # 92

Cloud Kicks needs to revamp its support process to improve the customer experience and has asked the Service Cloud team to collaborate with the business analyst (BA). The BA has scheduled an initial live process mapping session with all stakeholders and received the following calendar responses:

Stakeholder Role	salesforce Response
Expert Agent	Yes
Team Leader	Yes
Service Admin	No
Case Solver	Yes

What should the BA do?

- A. Proceed with the workshop as scheduled with the stakeholders who are available.
- **B. Cancel the workshop and reschedule it to a date when all stakeholders are available.**
- C. Hold a one-on-one diagram session with each stakeholder before the workshop.

Answer: B

NEW QUESTION # 93

The business analyst (BA) at Universal Containers (UC) wants to understand why UC failed to meet a deployment date for its product go live while following the Agile process. According to the BA's research, the developers lacked a sense of the work in progress and the intended goal of that work, and the QA team was unable to clearly test the functionality based on a given persona. Which step should the BA take next?

- **A. Review the user stories to ensure they are small, testable, and valuable.**
- B. Create a SWOT (Strength, Weakness, Opportunity, Threat) analysis to understand why development and testing took more time.
- C. Move the deployment date out so the teams have more time to work.

Answer: A

Explanation:

The next step that the business analyst should take is to review the user stories to ensure they are small, testable, and valuable. User stories are statements that capture a requirement or feature from an end user's perspective. They should be small enough to be completed within a sprint, testable enough to be verified by acceptance criteria, and valuable enough to deliver benefits or outcomes for end users. Reviewing user stories can help UC understand why development and testing took more time than expected, and how to improve them for future sprints. Creating a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to understand why

development and testing took more time is not a good next step because it is a strategic tool that evaluates the internal and external factors affecting a project or initiative, not a tactical tool that evaluates the quality or effectiveness of user stories. Moving the deployment date out so the teams have more time to work is not a good next step because it does not address the root cause of why development and testing took more time, and it may affect the project scope or budget. 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 # 94

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