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Salesforce Certified Business Analyst Exam Sample Questions (Q185-Q190):

NEW QUESTION # 185

Universal Containers is in the planning phase of a Salesforce project that will transform its retail locations.

The implementation team has had a difficult time determining the priorities and requirements of previous projects from people who would be directly impacted by the solution under consideration.

Which type of analysis should the business analyst recommend to ensure the implementation team avoids this challenge on the current project?

- A. Persona analysis
- B. Enterprise analysis
- C. Stakeholder analysis

Answer: A

NEW QUESTION # 186

During a sprint grooming session for the Sales Cloud implementation at Cloud Kicks, the development team mentions the step "Code Review by Technical Architect" listed within the acceptance criteria needs to be adjusted.

Which location should the business analyst move this item to?

- A. Pull request template
- B. Definition of done
- C. Project plan

Answer: B

NEW QUESTION # 187

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

Answer: A

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-storiesh>

NEW QUESTION # 188

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. System admin and project manager
- C. Power users and top sales earners

Answer: C

Explanation:

Explanation

The group that is well positioned to help the business analyst secure alignment for the initiative is power users and top sales earners. Power users are those who use Salesforce frequently and effectively, and can influence other users by sharing best practices or tips. Top sales earners are those who have high performance and credibility, and can motivate other users by showing results or benefits. System admin and project manager are roles that are responsible for managing Salesforce applications or activities, but may not have direct influence on sales users. Executive sponsors and sales leadership are roles that have authority and vision for Salesforce projects, but may not have direct contact or rapport with sales users. References:

NEW QUESTION # 189

Cloud Kicks will launch a new customer experience portal. During discussions with the VP of customer service, a business analyst (BA) recorded the following:

- * All logins must use multi-factor authentication (MFA).
- * Portal pages should load within 2 seconds.

How should the BA document the items?

- **A. functional requirement**
- B. User story
- C. Non-functional requirement

Answer: A

NEW QUESTION # 190

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