



## **Salesforce**

### **Exam Questions Certified-Business-Analyst**

Salesforce Certified Business Analyst Exam (SP22)

#### NEW QUESTION 1

Cloud Kicks (CK) has expressed concerns about the distribution process for a new line of shoes, because the company consistently misses its targeted delivery dates. CK asks the business analyst (BA) to uncover the issue and propose a business solution. What should the BA do next?

- A. Review future state distribution processes for CK.
- B. Explore how retailers similar to CK handle distribution.
- C. Shadow an operations team member at the CK distribution facility.

**Answer: B**

#### NEW QUESTION 2

Universal Containers is about to kick off a new Salesforce implementation, bringing both sales and service teams onto the platform. Each team has been managing Accounts and Contacts in their own way even though the Accounts and Contacts are shared between the teams. This has resulted in disagreements about what should be built in Salesforce.

Which groups should the business analyst work with to gain full alignment on a common program vision and strategy?

- A. Business leaders, middle management, and end users
- B. Senior leadership, IT leadership, and middle management
- C. Executive sponsors, IT leadership, and end users

**Answer: A**

#### NEW QUESTION 3

A business analyst (BA) is in the process of documenting requirements. The BA wrote the following user story:

"As a sales team manager, I want the ability to access reports on Sales Cloud to evaluate if the team's daily activities are meeting the set goals."

Which acceptance criteria is most appropriate for this user story?

- A. Able to monitor the sales team's performance
- B. Able to click the Run button on sales reports
- C. Able to view the sales team's reports

**Answer: A**

#### NEW QUESTION 4

The Salesforce delivery team at Cloud Kicks consistently has user stories that developers start but are unable to complete during each sprint. During the most recent retrospective, the development team expressed that they are running out of time to complete the stories. The team used the INVEST checklist to diagnose why these stories are incomplete at the end of the sprint.

Which checklist item is the most likely reason why the stories are incomplete at the close of the sprint?

- A. Negotiable
- B. Valuable
- C. Small

**Answer: C**

#### NEW QUESTION 5

The business analyst at Cloud Kicks is using a checklist to assess the quality of user stories for an upcoming Experience Cloud implementation.

Which characteristics make a user story successful?

- A. Clean Direct, Concise, Cross Functional, Configurable
- B. Actionable., Concise, Testable, Solution-oriented, Defined
- C. Independent, Negotiable, Valuable, Estimabl
- D. Small, Testable

**Answer: C**

#### NEW QUESTION 6

What is the storage of the Developer Pro Sandbox?

- A. 300MB
- B. 200MB
- C. 2GB
- D. 1GB

**Answer: D**

#### NEW QUESTION 7

A business analyst (BA) at Universal Containers is conducting discovery sessions for implementing Experience Cloud. The key stakeholders have been assembled. The user stories have been written. What should the BA do next?

- A. Write the test scripts.
- B. Define the acceptance criteria
- C. Plan the sprint schedule.

**Answer:** B

#### NEW QUESTION 8

Universal Containers has a Salesforce Knowledge base solution; however support agents have indicated that the system has duplicate knowledge articles. The agents have requested a feature that allows them to compare articles side-by-side and merge the articles. While researching solution option, the business analyst (BA) noticed an idea in the Salesforce IdeaExchange that directly addresses this requirement. The idea is in beta testing and will generally available in the next release.

What should the BA suggest?

- A. Ask the support manager to wait until the idea is released.
- B. Ask the Salesforce Account Executive to release the idea early.
- C. Ask the development team to build a custom solution based on the idea.

**Answer:** A

#### NEW QUESTION 9

Universal Containers is integrating its enterprise resource planning (ERP) with Salesforce to gain inventory visibility for the sales team. One of the user stories for this project is: "As a sales rep, I want to be able to find containers dose to my customer so I can tell them which products they can receive quickly  
Which acceptance criteria is most appropriate for this story?

- A. Sales rep can see the inventory closest to a customer with a quick action.
- B. As a sales rep, I see the Inventory closest to a customer.
- C. Sales rep can see the inventory closest to a customer

**Answer:** C

#### NEW QUESTION 10

The Cloud Kicks admin is getting ready to release a record-triggered flow that auto-generates Renewal Opportunity Order Line Items once an Opportunity is Closed/Won for a sales team user story.

During user acceptance testing, what should the business analyst do to ensure the solution fulfills the needs of the sales team?

- A. Draft a list of test cases and scripts and choose "Run flow as another user" to debug the flow as a sales team user to identify and fix bugs.
- B. Choose subject matter experts as testers and prepare a sandbox with quality test data, test cases, andscripts that match real-world scenarios.
- C. Collaborate with the admin and a power user to test the flow for scalability, robustness, and maintainability in a sandbox.

**Answer:** A

#### NEW QUESTION 10

The business analyst (BA) at Cloud Kicks is having a hard time documenting a user story to change an existing Opportunity flow for sales users. The architect expressed their concerns to the BA that they lack a comprehensive list of the components that will be affected by the updated flow.

Which best practice should the BA follow?

- A. Write the user story without making any assumptions about how it will be implemented or which components are affected.
- B. Ask the development team to investigate and document all affected components before the story can be written.
- C. Schedule additional discovery sessions with the sales users to understand what will be impacted by the changes.

**Answer:** C

#### NEW QUESTION 14

A business analyst (BA) at Cloud Kicks is preparing for a user acceptance testing (UAT) session to release a record-triggered flow that notifies account and opportunity owners once a quote has been accepted.

What should the BA do during UAT to ensure the solution meets the requirements?

- A. Work with subject matter experts to perform UAT in a sandbox.
- B. Work with the solution architect to perform unit testing in a sandbox.
- C. Work with the quality assurance (QA) team to perform UAT in a sandbox.

**Answer:** A

#### NEW QUESTION 15

Northern Trail Outfitter is eliciting feedback from a small number of key stakeholders within the organization for improvements to the current opportunity pipeline process. One of the stakeholders has a tendency to dominate the conversation which takes the group off topic and interfaces with meeting the objective.

How should the business analyst collaborate with the key stakeholder's?

- A. Conduct individual interviews to gather input.
- B. Conduct a group brainstorming session to generate ideas.
- C. Conduct a focus group to identify pain points.

**Answer:** A

#### NEW QUESTION 17

From where can an Admin unlock a user?

- A. Setup > Locked Users > Unlock
- B. Users > Select user > Unlock

- C. Setup > Object Manager > Users > Select User > Unlock
- D. Users > Logins > Unlock Users

**Answer:** B

#### NEW QUESTION 18

A business analyst (BA) at Northern Trail Outfitters has been asked to prepare documentation including acceptance criteria and definition of done for a Heroku project.

Which way should the BA approach creation of this documentation?

- A. Include the personal perspective for acceptance criteria and the overall perspective for definition of done.
- B. Create one consolidated set of documentation as the two terms are synonymous and used interchangeably.
- C. Include the overall perspective for acceptance criteria and the persona's perspective for definition of done.

**Answer:** A

#### NEW QUESTION 19

Which of the following User Management terms is best described by this definition: "Record created to identify a new employee that starts accessing Salesforce"

- A. Profiles
- B. Salesforce characters
- C. Users
- D. Roles

**Answer:** C

#### NEW QUESTION 22

A Salesforce business analyst (BA) has recently joined a new project to improve the Sales Cloud implementation at Cloud Kicks. The BA wants to quickly introduce new functionality to impress the customer.

Which action should the BA take?

- A. Demo standard features and elicit feedback from the customer.
- B. Update the page layouts to show the most relevant information at the top.
- C. Scope the development of an integration with enterprise resource planning (ERP)

**Answer:** A

#### NEW QUESTION 26

In which of the following app markets CANT the Salesforce App be found?

- A. Google Play
- B. AppExchange
- C. App Store

**Answer:** B

#### NEW QUESTION 30

The business analyst (BA) At universal Containers is writing user stories for its Salesforce Field Service implementation.

What should the BA evaluate to understand the understand the risk level of the user stories?

- A. Scope, resource, and documentation impact
- B. Team, budget, and timeline impact
- C. Technical, operational, and regulatory impact

**Answer:** A

#### NEW QUESTION 31

The business analyst at Northern Trail Outfitters receives a requirement from the CRM manager to have visibility into their team's queues to monitor open cases.

Which user story meets this requirement?

- A. As a CRM manager, I need a record-triggered flow to view my team's work queues so I can monitor their open tickets.
- B. As a CRM manager, I need to see my team's work queues so I can monitor their open tickets.
- C. As a user, I need to see case queue to monitor my team's work.

**Answer:** B

#### NEW QUESTION 35

The business analyst (BA) at Northern Trail Outfitters is getting ready to kick off a new Service Cloud project with the retail division to turn on the Web-to-Case functionality. The BA wants to better understand business processes so they can accurately scope the project.

Which type of documentation should the BA utilize?

- A. Current state analysis
- B. Object models
- C. Use cases

**Answer:** B

**NEW QUESTION 37**

Northern Trail Outfitters (NTO) wants to leverage the power of Sales Cloud to implement its lead to cash process. A business analyst (BA) is tasked with understanding NTO's current processes, identifying areas of improvement, and communicating it effectively to stakeholders. What should the BA use to accomplish the goal?

- A. Business analysis plan
- B. Process mapping
- C. Change management

**Answer:** B

**NEW QUESTION 40**

Cloud Kicks is a rapidly growing company and has just expanded its team to include a business analyst (BA). The IT directory has asked the BA to use application Lifecycle Management (ALM) for all Salesforce development projects. Which step of the ALM cycle requires the BA to study current business process gather requirements, and analyze them?

- A. Test
- B. Plan
- C. Build

**Answer:** B

**NEW QUESTION 43**

Northern Trail Outfitters is starting a project to implement Service Cloud for the customer service department. Which activity should be handled by a business analyst assigned to this project?

- A. Work with Salesforce to purchase the necessary licenses.
- B. Manage existing Salesforce applications and activities.
- C. Understand current business processes and document existing functionality.

**Answer:** C

**NEW QUESTION 48**

A business analyst at Universal Containers is converting a requirements document into user stories for upcoming Manufacturing Cloud deployment. The first requirement is "finance needs a time tracking sys containers." Which option best represents the "IF component of the INVEST checklist to make a good user story from this requirement?

- A. As a finance user I want a Timesheet object implemented so I can accurately report on container profitability.
- B. As a finance user, I want to know how long it takes to assemble a container so I can accurately report on container profitability.
- C. As a finance user, I want an Assembly Time field on the container cost record so I can accurately report on container profitability.

**Answer:** B

**NEW QUESTION 50**

Universal Container (UC) is implementing Sales Cloud. The business analyst (BA) assigned to the project wants to the project wants to become a trusted advisor to UC stakeholders. What are some communication best practices a BA should follow to help achieve this goal? What are some communication best practices a BA should follow to help achieve this goal?

- A. Ask each project team member to complete a survey, create a project plan, and delegate roles and responsibilities to stakeholders.
- B. Outline previous project experience, record and take notes for every meeting, and limit communication to weekly updates.
- C. Ask questions and document the answers, make suggestions based on previous project success, and provide a meeting agenda period to each session>

**Answer:** C

**NEW QUESTION 53**

Universal Containers (UC) has chosen to implement Sales Cloud and Service Cloud to increase revenue and remove bottlenecks in its current processes. A business analyst (BA) is tasked with diagramming business processes. What should the BA do to successfully meet governance requirements to identify the business purpose?

- A. Use UC's existing terminology.
- B. Adhere to agreed upon mapping standards.
- C. Identify resources engaged in each step.

**Answer:** B

**NEW QUESTION 58**

Cloud Kicks (CK) recently decided to transition its business from spreadsheets to a Salesforce solution. CK leaders are excited about the capabilities of Salesforce. Each leader has different ideas about how the platform should be implemented. CK has hired a business analyst (BA) to help define and manage the implementation. What should the BA do in the first discovery meeting with stakeholders?

- A. Collaborate with stakeholders to examine and define CK's purpose, customers, metrics, and overall business to inform project direction and vision.

- B. Discuss and document specific pain points in existing processes to inform future project requirements.
- C. Preview potential Salesforce solutions and collect feedback from stakeholders on each option to inform the direction of the project.

**Answer:** A

#### NEW QUESTION 62

A sales manager at Cloud Kicks recently learned about Salesforce Macros and believes service agents could benefit from the feature. The sales manager created the following user story: "As a service agent I want Salesforce Macros to complete repetitive tasks faster."  
What should the business analyst change to improve the user story?

- A. Replace the specific feature with a goal.
- B. Change the user story to the sales manager persona.
- C. Add a quantifiable reason why the feature is needed.

**Answer:** A

#### NEW QUESTION 66

Universal Containers just rolled out a new sales methodology and process. A month after the initial training, the manager has noticed some reps have a large number of overdue tasks. The manager is unsure if it's a learning curve or a system issue and has asked the business analyst (BA) to determine the cause and recommend a solution.

Which method should the BA use to start collecting data?

- A. Brainstorming and prototyping
- B. Observation and interviewing
- C. focus groups and workshops

**Answer:** B

#### NEW QUESTION 67

Cloud Kicks leadership wants to use custom code for functionality that can easily be created declaratively in Sates Cloud. The business analyst (BA) has been asked to advise leadership on how these approaches impact their solution options.  
What is one of the BA's strongest arguments for using configuration over code?

- A. Configuration leverages multiple programming languages.
- B. Configuration allows for any level of complexity.
- C. Configuration provides faster speed to market.

**Answer:** C

#### NEW QUESTION 68

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

**Answer:** A

#### NEW QUESTION 70

A business analyst (BA) at Northern Trail Outfitters is assigned to a project to help revamp the case management process. The BA has gathered requirements and finished the first draft of user stories.  
What should the BA use to assess the quality of a user story?

- A. INVEST checklist
- B. Numerical framework
- C. Gap analysis document

**Answer:** A

#### NEW QUESTION 72

The business analyst (BA) at Northern Trail Outfitters is writing user stories for a Service Cloud implementation.  
In which order should the BA arrange the three components of a user story?

- A. I want <xyz>, as a <xyz>, so that <xyz>
- B. As a <xyz>, I want <xyz>, so that <xyz>
- C. I want <xyz>, so that <xyz>, for a <xyz>

**Answer:** B

#### NEW QUESTION 76

Northern Trail Outfitters (NTO) wants to address a recent group of complaints it received from the service team The NTO Salesforce team was alerted Chat the current routing process is preventing cases from reacting the correct service team without manual intervention.  
Which action should the business analyst take to best understand and document the and recommend a future state?



- A. Organize a brainstorming session with service team leadership.
- B. Engage in a live process modeling exercise with the service team.
- C. Review individual surveys and questionnaires from the service team.

**Answer:** A

#### NEW QUESTION 79

Cloud Kicks has invited stakeholders from multiple departments and roles to participate in its latest Salesforce project. Each stakeholder's experiences and priorities for the project are different which causes tension within the team and a lack of clarity around project direction. What should the business analyst do to help the team work together more effectively?

- A. Encourage leadership to share their vision for the project, and ask the larger team to focus feedback only on the key objectives, pain points, and requirements outlined by leaders
- B. Limit participation in key project discovery, requirements, and solutioning meetings to leadershi
- C. and engage the larger team to answer questions directly/ related to their roles when needed.
- D. Lead the stakeholders in creating a team agreement that assigns project roles and outlines how the team will collaborate, disagree, develop trust, and define success

**Answer:** C

#### NEW QUESTION 83

The business analyst (BA) at Northern Trail Outfitters needs to create a current state process map for a Service Cloud implementation with its retail division. The BA needs a simple diagramming notation for the process map that is applicable across all industries, provides context for metrics and management decisions, and supports regulatory considerations. Which diagramming notation should the BA use for the process map?

- A. Business Process Modeling Notation (BPMN)
- B. Universal Process Notation (UPN)
- C. Unified Modeling Language (UML)

**Answer:** B

#### NEW QUESTION 85

Which method should a business analyst use to show current state business flows in Salesforce?

- A. Universal Process Notation
- B. Entity Relationship Diagramming
- C. Storyboarding

**Answer:** A

#### NEW QUESTION 86

The business analyst (BA) at Cloud Kicks (CK) has been tasked with optimizing CK's lead process. In the weekly sales meeting, the BA outlines the project and asks for input. A new entry-level employee reaches out multiple times with ideas and suggestions for improvements. What should the BA do when responding to the new employee's input?

- A. Schedule a one-on-one meeting with the new employee to get an alternative perspective from a beginner's mind.
- B. Acknowledge the new employee's ideas while making extra effort to reach out to stakeholders who have more industry experience and knowledge.
- C. Send a detailed survey to the entire sales team, including the new employee, to understand their needs, expectations, and priorities.

**Answer:** A

#### NEW QUESTION 91

Which element of the storytelling process for UX is described here: "A hurdle that makes it difficult for your heroes to succeed on their journeys."

- A. Challenge
- B. Monster
- C. Victory
- D. Helper

**Answer:** A

#### NEW QUESTION 96

A business analyst is working with a new customer on a Sales Cloud implementation. The executive sponsor for the project is new to the company and their role as VP. The sponsor has inherited functional requirements from the previous VP that were gathered 9 months ago. The project start date has yet to be defined. The sponsor wants to use the inherited requirements in lieu of a traditional discovery process. What is the largest risk with this approach?

- A. The previous VP's requirements fail to meet current formatting standards.
- B. The previous VP's requirements may differ from those of the new executive.
- C. The previous VP's requirements are outside of the Salesforce framework.

**Answer:** B

#### NEW QUESTION 100

Universal Container (CU) has brought in a business analyst to help implement an expensive AppExchange product in its Salesforce org to optimize the sales pipeline. The BA is free to speak to anyone at UC to gather the information they need to ensure success. The BA decides to speak to the stakeholders who are most impacted.

Which key stakeholder should the BA speak to first?

- A. VP of sales
- B. Sales Users
- C. IT leaders

**Answer:** A

#### NEW QUESTION 105

A business analyst (BA) at Cloud Kicks has been tasked with preparing for requirements gathering workshops .. an upcoming Sales Cloud implementation. Which documentation is most beneficial for the BA to define the scope of the project?

- A. Detailed Process Map
- B. Value Stream Map
- C. Supplier
- D. Inputs, Process, Outputs, Customers (SIPOC) Map

**Answer:** C

#### NEW QUESTION 107

Which User access and sharing features would you use for the following use case: it is the first time a user logs in and they need to be sent an email with a way to authenticate their email.

- A. 2 FA
- B. Single Sign-On
- C. Email Proof
- D. Login Link

**Answer:** D

#### NEW QUESTION 112

The business analyst (BA) at Cloud Kicks has been interviewing customer service team members who use Service Cloud to understand the steps they take to complete their daily work. The BA is working on a solution to improve their productivity by identifying each step and documenting its purpose. Which type of requirement documentation is the BA using in this scenario?

- A. Process mapping
- B. Value stream mapping
- C. Data modeling

**Answer:** A

#### NEW QUESTION 117

The business analyst (BA) at Universal Containers needs to gather information for their project including the steps a user takes to accomplish a goal, challenges a user faces, people the user interacts with, applications they use to complete the steps, and their level of morale as they move through the process. Which elicitation technique should the BA use?

- A. journey Mapping
- B. Survey /Questionnaire
- C. Focus Groups

**Answer:** A

#### NEW QUESTION 120

Northern Trail Outfitters has a large Salesforce org with sales, marketing, and billing teams pushing for the development of a large number of items in the backlog. Which management process should the business analyst suggest to help the teams align on their competing priorities?

- A. Integrated Definition for Process Description Capture Method (IDEF3)
- B. Vision, Values, Methods, Obstacles, and Measures (V2MOM)
- C. Business Process Modeling Notation (BPMN)

**Answer:** B

#### NEW QUESTION 124

The business analyst (BA) on the Salesforce development team at Northern Trail Outfitters is leading a requirements elicitation workshop about the process for onboarding new wholesale partners. While whiteboarding the process, one stakeholder continuously interrupts and points out inefficiencies with invoicing and delivery processes.

What should the BA do to prevent the session from being derailed?

- A. Shift the conversation from onboarding to the stakeholder's concerns.
- B. Ask the stakeholder to focus on the onboarding process.
- C. Add the stakeholder's concerns to a "parking lot" for further discussion.

**Answer:** C



#### NEW QUESTION 127

The business analyst (BA) at Cloud Kicks (CK) is writing user stories for an upcoming Commerce Cloud website release. One of the requirements from the technical team is to perform stress testing for an upcoming promotion. The BA is translating the requirement into a user story. Which user story most accurately represents the goal?

- A. As a visitor to the CK website, I want to make sure that I can shop without disruption during a large promotion so I have a frictionless shopping experience.
- B. As a site administrator of the CK website, I want to make sure that the web server can process requests at 150% of the average traffic rate during the latest promotion.
- C. As a user, I want to make sure that shoppers on the CK website can complete their purchases without disruption during the newest promotion.

**Answer: B**

#### NEW QUESTION 128

The sales team at Universal Containers (UC) has been using multiple tools to track opportunities, leading to inaccurate forecasting and an unclear picture of UC's sales pipeline. UC has appointed a project team to implement Sales Cloud to help resolve these issues. The sales team doubts the new tool will meet their needs and is concerned it will be difficult to use. The business analyst (BA) assigned to the project knows the stakes are high to get the right solution in place. Using their influence, what should the BA do to gain the necessary buy-in and support from the sales team to ensure a solution meets the requirements?

- A. Ask questions to understand their needs and focus on shared goals.
- B. Present the pros and cons of the decision by using logic and facts.
- C. Demonstrate the BA's expertise and clearly state the decision is final.

**Answer: A**

#### NEW QUESTION 129

An executive stakeholder at Northern Trail Outfitters (NTO) wants to explore automating NTO's Quote-to-Cash process and has asked the business analyst (BA) to pull together some high-level information on possible solutions. Which type of document should the BA present to the stakeholders?

- A. A capability map detailing the functionality of Salesforce and AppExchange Quote-to-Cash products
- B. A SIPOC (Support inputs, Process, Outputs, and Customers) map outlining the Quote-to-Cash process
- C. A business process map detailing the existing step-by-step Quote-to-Cash process

**Answer: A**

#### NEW QUESTION 131

Over the past month, a business analyst (BA) has worked with various stakeholders at Cloud Kicks to document requirements for an upcoming Tableau implementation. A stakeholder suggested a revision to the requirements. The BA sent the updated requirements to the stakeholders and they signed off. Where should the BA track this milestone?

- A. Statement of work
- B. Change log
- C. Sprint plan

**Answer: A**

#### NEW QUESTION 132

The Salesforce information technology (IT) team has built a solution in a sandbox for a cross-functional project to implement Customer 360. It is time for user acceptance testing (UAT). What is a business analyst's role during UAT?

- A. Assist in building the requirements using standard functionality so IT can focus on code-related scenarios.
- B. Document user stories and clarify business needs so IT can deliver results based on the requirements.
- C. Coordinate stakeholder participation and notify the team when scenarios fail so IT can solve potential problems prior to go live.

**Answer: C**

#### NEW QUESTION 133

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 136

A business analyst (BA) at Universal Containers had a meeting with sales and service reps to gather requirements around contact management for a new Salesforce implementation. A sales rep wants a place to capture the names of the contact's spouse and children to help build the relationship. The BA writes the following user story.

"As a user, I need to be able to record a contact's title and role as separate data points so I know who to address for various needs of the account."

Who should be listed as the persona?

- A. Sales rep
- B. Contact

C. Service rep

**Answer:** A

#### NEW QUESTION 141

Support managers at Cloud Kicks have received urgent feedback from staff that record pages are slow to respond and users are growing frustrated. The business analyst (BA) has been asked to evaluate to determine which pages are being accessed most frequently and which pages are the slowest to load. What is the first step the BA should take to help resolve the issue?

- A. Update page layouts in production.
- B. Create a test plan for each web browser.
- C. Confirm steps to reproduce the issue.

**Answer:** C

#### NEW QUESTION 142

A sales manager at Universal Containers (UC) customized all of their list views on the Account object to include a new field. Although they have multiple list views. The sales manager prefers to keep the recently viewed list as their default list. When the manager realizes they are unable to modify the recently viewed list, they reach out to UC's Salesforce team for help? What are the next steps the business analyst should take?

- A. Recommend that the user submit a ticket related to the field creation.
- B. Research AppExchange solution that offer customization options.
- C. Document the desired outcome and research the impact of making a change.

**Answer:** B

#### NEW QUESTION 145

The business analyst (BA) at Northern Trail Outfitters is helping to improve the process for handling customer returns using Salesforce. The BA has completed a current state process map to identify areas for improvement. The BA plans to present ideas for a future state return handling process to the larger project team. What should the BA present to the team in a way that is relatable and invites discussion, feedback, and ideas?

- A. A prototype for a specific business outcome
- B. Detailed technical documentation with annotations
- C. A story using personas to illustrate potential solutions

**Answer:** C

#### NEW QUESTION 149

The business analyst (BA) working with the contract renewal team at Cloud Kicks has mapped out its current renewal process, the BA has noted where representatives are inputting contract information from PDF documents which is introducing errors and an inaccurate date into Salesforce. Which type of inefficiency is happening during this step in the process?

- A. Avoidance
- B. Manual effort
- C. Duplication

**Answer:** B

#### NEW QUESTION 154

Universal Containers is nearing the launch date for its new Salesforce Loyalty Management program. The business analyst (BA) has ensured the user acceptance testing (UAT) plan has the proper test scripts. What is another important item the BA should look for in the UAT plan?

- A. Estimated cost
- B. Timelines
- C. Process maps

**Answer:** B

#### NEW QUESTION 157

Northern Trail Outfitters (NTO) has moved its inventory systems to Salesforce to track the clothing it manufactures and sells. As a part of this project, NTO wants to implement several features which will also improve how its inventory is restocked. In order to manage the discovery phase of the project, the project team plans to hire a business analyst (BA). What should a BA do to be successful during the first phase of the project?

- A. Elicit requirements, build automation, and deploy a solution,
- B. Architect a solution, configure a sandbox, and build a proof of concept.
- C. Elicit requirements, create flows and process diagrams, and understand business analytics.

**Answer:** C

#### NEW QUESTION 160

Which users will be able to reset a Single Sign-On user Password?

- A. The SSO Manager
- B. Users above the SSO user in the role hierarchy.
- C. Only the Admin
- D. Admin and Users with the right permission sets.

**Answer:** C

#### NEW QUESTION 161

Sales managers at Northern Trail Outfitters (NTO) have received feedback from sales reps that record pages are slow and often take longer to load when using the app on the phone. The business analyst (BA) has been asked to evaluate NTO's org to find out which pages are the slowest to load when using the app on the phone.

What is the first step the BA should take to help resolve the issue?

- A. Create a new page layout for the phone.
- B. Use performance analyzer to view the assessment.
- C. Confirm steps to reproduce the issue.

**Answer:** B

#### NEW QUESTION 162

Universal Containers is rolling out Sales Cloud for the contract renewals team. The team has expressed resistance to learning another platform and changing their processes. The business analyst (BA) shows them a video case study of a contract renewals team at another company that successfully adopted Sales Cloud, which shortened its time to close and increased its close rate by 30%.

Which influencing style is the BA using?

- A. Accommodating
- B. Collaborative
- C. inspiring

**Answer:** C

#### NEW QUESTION 164

Cloud Kicks hired a new business analyst (BA) to join an experienced cross-functional team that has successfully delivered high-quality Salesforce solutions to global stakeholders. The BA wants to quickly become a trusted advisor to the team.

What should the BA do?

- A. Focus on the task at hand instead of on individual team members.
- B. Avoid exposing one's own mistakes to the team.
- C. Tell the truth in difficult situations.

**Answer:** C

#### NEW QUESTION 167

The sales team is learning a new sales methodology. Management wants to align Salesforce opportunities with the methodology.

What is the first step a business analyst should take to begin overhauling the Opportunity object?

- A. Understand the current business process.
- B. Configure stages in Salesforce.
- C. Create new reports and dashboards.

**Answer:** A

#### NEW QUESTION 169

The business analyst (BA) implementing Salesforce at Cloud Kicks is interacting with many different people throughout the company. Some of the subject matter experts (SMEs) are difficult to engage, and the BA is struggling to get the information they need.

What should the BA do when they find it difficult to get a response?

- A. Put extra effort into following up with the SMEs.
- B. Limit effort to contact the unresponsive SMEs.
- C. Escalate the concern to the SMEs' manager.

**Answer:** C

#### NEW QUESTION 170

The business analyst (BA) is preparing for user acceptance testing (UAT) for Northern Trail Outfitters' new Service Cloud implementation. The BA secured the sandbox for the testing environment, wrote test cases, and created a process to track and manage reported bugs.

Which additional step is required during the UAT planning process?

- A. Identify power users.
- B. Schedule deployment.
- C. Gather business requirements.

**Answer:** A

#### NEW QUESTION 172

A business analyst (BA) is preparing for user acceptance testing for case management scenarios in Service Cloud. What should the BA do to help prevent gaps from being discovered after go live?

- A. Focus more on happy path testing and less on edge case testing.
- B. Write test scripts that reflect real life and cover the requirements.
- C. Streamline testing by limiting the number of testers involved.

**Answer:** B

#### NEW QUESTION 173

The business analysis (BA) at Northern Trail Outfitters is assigned to a project to help revamp its Experience Cloud implementation. When assessing the existing process, which type of diagram should the BA use to identify waste within and between processes?

- A. Suppliers, Inputs, Process, Outputs, Customers (SIPOC) Map
- B. Detailed Process Map
- C. Value Stream Map

**Answer:** C

#### NEW QUESTION 176

The leadership team at Universal Containers (UC) is focused on customer retention. The business analyst (BA) has been asked to implement a new customer for life program on the salesforce platform. Before their can move forward, they need to understand the lifecycle and all of the related interaction that IC has with its customers.

Which type of session should the BA perform?

- A. User Acceptance testing
- B. Journey Mapping
- C. Requirements Gathering

**Answer:** B

#### NEW QUESTION 180

The business analyst at Universal Containers is writing users stories to support the Salesforce implementation for the sales operations division.

There is a request for visibility into sales rep' pipeline so that can see their revenue. Which missing component is necessary to finish this user story?

- A. Who
- B. Why
- C. When

**Answer:** B

#### NEW QUESTION 182

Northern Trail Outfitters is implementing Marketing Cloud. Stakeholders are having a difficult time conceptualizing how Marketing Cloud uses insights to create journeys. The Business analyst (BA) has been asked to show stakeholders how it works so the implementation project can move forward. Timelines are two tight to present a demo, and approval from stakeholders is needed soon in order to keep the project on track.

What should the BA do to help stakeholders visualize how it will work?

- A. Create a UPN (Universal Process Notation) diagram.
- B. Build a capability model.
- C. Schedule a storyboarding session.

**Answer:** A

#### NEW QUESTION 183

Cloud Kicks is planning to create a new Service Cloud console app for its services team to resolve issues with delayed shipments to customers. The business analyst (BA) wrote the user stories based on a written list of requirements provided by the manager of the services team. Upon stakeholder review with the entire services team, many of the user stories were rejected and the BA had to revise them.

When the BA wrote the initial user stories, what was the likely cause of the issue?

- A. The user stories focused on well-defined personas.
- B. The project team failed to discuss the user stories as a group.
- C. The acceptance criteria of the user stories were too specific.

**Answer:** B

#### NEW QUESTION 188

Cloud Kicks has moved into the quality assurance (QA) phase of Salesforce product configuration and extension. The QA team is now trying to confirm it has delivered value to stakeholders based on business requirements. The team is asking questions such as, "Did we build the right product?" and "Did we build the product right?"

Which element should the business analyst use to help the QA team validate that the product fulfilled the requirements without ambiguity?

- A. Process maps
- B. User stories
- C. Acceptance criteria

**Answer:** C

#### NEW QUESTION 192

Universal Containers is working to improve Salesforce adoption. Customer reps are utilizing many Salesforce features in the org, but sales reps are still relying on their personal spreadsheets.

What should the business analyst do to better understand the sales reps process in order increase Salesforce adoption?

- A. Host Focus group, conduct surveys, and shadow the sales reps to observe the tools they use and how the use them.
- B. Run reports based on usage to see where the sales reps are spending the majority of their time in Salesforce.
- C. Arrange for the sales reps to collaborate with customer service reps to learn service reps interact with Salesforce.

**Answer:** A

#### NEW QUESTION 193

The business analyst (BA) at Universal Containers is preparing for user acceptance testing (UAT) for an Experience Cloud implementation. Which people should participate in UAT?

- A. Business users, project manager, key stakeholders
- B. BA, project manager, key stakeholders
- C. BA, business users, key stakeholders

**Answer:** C

#### NEW QUESTION 195

A business analyst (BA) working on a Service Cloud implementation is reviewing user stories to verify they are written effectively. What should the BA confirm about the user stories when completing this review?

- A. They contain substantial details and focus on technical elements.
- B. They are dependent on related acceptance criteria and overlap with other use cases.
- C. They can be easily prioritized and are small enough to estimate accurately.

**Answer:** C

#### NEW QUESTION 200

The Salesforce project team at Cloud Kicks is about to start a project that crosses sales and service teams. The business analyst (BA) has been tasked with writing user stories with the teams in a workshop. What should the BA keep in mind during the process?

- A. User stories encourage iterative development.
- B. User stories specify which technical components are impacted.
- C. User stories are fixed upon stakeholder approval.

**Answer:** C

#### NEW QUESTION 201

A business analyst (BA) is reviewing the risks associated With a proposed solution leveraging Cases and Support Queues, and the effect that those risks might have on the project timeline.

Which type of analysis is the BA performing?

- A. Enterprise Analysis
- B. Strategy Analysis
- C. Stakeholder Analysis

**Answer:** B

#### NEW QUESTION 204

A business analyst (BA) uncovered a number of issues communicated by stakeholders in a Sales Cloud discovery session. Which issue should concern the BA most?

- A. The previous implementation partner neglected to do a knowledge transfer of the final solution.
- B. The support organization still needs to be trained on how to use Sales Cloud.
- C. The system admins note a fair amount of technical debt without having the time or expertise to address it.

**Answer:** A

#### NEW QUESTION 207

As a business analyst (BA) starts engaging stakeholders for a user story writing workshop, an executive sponsor questions why the Commerce Cloud project is creating user stories rather than standard requirements.

What is one benefit of creating user stories that the BA can share with the executive sponsor?

- A. It defines technical specifications early in the process.
- B. It helps testers determine the most efficient way to validate solutions.
- C. It saves time when prioritizing and implementing functionality.

**Answer:** B

#### NEW QUESTION 212



The quality assurance (QA) team at Cloud Kicks is reviewing user stories to write test scripts. The QA team is having difficulty with a specific story where a modification to an existing flow is needed for a custom object. The QA team is unable to discern what needs to be tested as a result of the updated flow. What should the business analyst review and revise to provide more clarity to the QA team?

- A. The who, what, and why of the user story
- B. The acceptance criteria of the user story
- C. The definition of done of the user story

**Answer:** A

#### NEW QUESTION 213

Which Salesforce standard license can be given to someone who needs access only to identity services, such as single sign-on (SSO)?

- A. Identity Only
- B. Lightning Platform
- C. SSO License
- D. Salesforce License

**Answer:** A

#### NEW QUESTION 215

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

**Answer:** C

#### NEW QUESTION 217

The business analyst (BA) at Universal Containers is also its primary system admin. The BA knows that version is mandatory when it comes to releasing. What is the most efficient process for the BA to track the changes they are committing?

- A. Agile planning
- B. DevOps
- C. Metadata backups

**Answer:** B

#### NEW QUESTION 221

In what phase of the four application lifecycle milestones does this action belong? Communicate Changes, Update Profiles and Communicate end of Changes.

- A. Build
- B. Deploy
- C. Test
- D. Plan

**Answer:** B

#### NEW QUESTION 223

The Salesforce development team is strictly following scrum to govern its releases. An executive trying to plan a vacation wants to know when work on the feature will begin so they can be available for additional implementation questions. After consulting with the product owner, the business analyst (BA) learns the team has decided to adopt Kanban instead for all future releases. What should the BA tell the executive?

- A. Work will begin after executive approval is given.
- B. Work will begin in the next sprint.
- C. Work will begin when capacity becomes available

**Answer:** C

#### NEW QUESTION 225

The product development team at Northern Trail Outfitters is creating a process within Salesforce to onboard new retail employees. The business analyst (BA) creates a current state process map by interviewing a few members of the onboarding team using email questionnaires. After presenting the process map to the entire onboarding team, the BA receives feedback that it is incorrect. What should the BA do to provide the product development team with more accurate information about the onboarding team's process?

- A. Meet with key project stakeholders in a live workshop to build consensus on the current and desired onboarding processes.
- B. Review survey feedback again to better understand pain points in the existing onboarding process.
- C. Conduct individual interviews with each team member to gather more information about the existing onboarding process.

**Answer:** A

#### NEW QUESTION 229

Universal Containers wants the ability to fill out a survey based on customer feedback. The team is unable to visualize a possible solution in order to confirm the requirements.

Which elicitation technique should the business analyst use to help the team meet its goal?

- A. Prototyping
- B. Brainstorming
- C. Observation

**Answer:** A

#### NEW QUESTION 230

Universal Containers is implementing a Salesforce solution that's designed to transform its customer service division. During sprint planning, it was determined that the development team would be able to successfully deliver all remaining work items. However, due to unplanned delays, the development team is now at risk of being unable to complete the work items.

Work Item	User Story	Epic	Priority	Effort
US-4007	Case Closure Action	Case Closure	High	12 hours
US-4008	Case Reason Reports	Case Reports	Medium	12 hours
US-4009	Case Age Reports	Case Reports	Medium	4 hours
US-4010	Case Routing by Type	Case Routing	Low	12 hours

The project manager has asked for the business analyst's (BA) help to prioritize the remaining work items. The development team has 16 hours of capacity remaining and is focused on launching a minimum viable product (MVP) of the customer service solution as soon as possible.

Which work items should the BA prioritize with the remaining 16 hours of development capacity? US-4008 and US-4009

- A. US-4008 and US-4009
- B. US-4007 and US-4009
- C. US-4009 and US-4010

**Answer:** B

#### NEW QUESTION 231

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. 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.
- C. 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.

**Answer:** C

#### NEW QUESTION 234

The business analyst (BA) at Universal Containers is meeting with business leaders to elicit and document functional requirements specifications related to its new Salesforce implementation. The BA will also document the functionality this system should provide so it can be developed into a work item.

What is the name of this documentation type?

- A. Business analysis plan
- B. Use case
- C. User story

**Answer:** A

#### NEW QUESTION 238

Which of the following User Management terms is best described by this definition: "Item assigned to a User that determines the functionality that they can access across the Salesforce ecosystem".

- A. Role
- B. User License
- C. Profile
- D. Username

**Answer:** B

#### NEW QUESTION 243

The VP of sales at Clod Kicks wants to streamline the lead qualification process to improve the team's productivity and help them reach their target goals. A business analyst (BA) has been assigned to the project to identify the disconnect between the sales and marketing teams' definition of a qualified lead?

What should the BA focus on?

- A. Mapping historical leas data from each team and building charts to highlight similarities
- B. Evaluating team' skill and experience to determine how they can better align.
- C. Scheduling and all-day collaboration workshop with both team to resolve their differences

**Answer:** C

#### NEW QUESTION 245

The project team at Cloud Kicks is under a tight deadline to implement a new Service Cloud feature. The business analyst, BA) has received feedback from the customer that the existing functionality is difficult to use. The BA wants to better understand the customers pain points before writing requirements. Which document should the BA use?

- A. Journey map
- B. Process map
- C. Capability map

**Answer:** A

#### NEW QUESTION 247

Cloud Kicks has decided to implement a case management process through Service Cloud. A business analyst (BA) has been tasked with writing requirements for this new feature. Which process should the BA follow to draft and finalize the requirements?

- A. \* 1. Review information from the discovery.\* 2. Ask clarifying questions.\* 3. Draft requirements.\* 4. Share requirements with the technical so they can begin building.\* 5. Create user acceptance criteria and test cases.
- B. \* 1. Review information from the discovery.\* 2. Draft requirements.\* 3. Ask clarifying questions.\* 4. Draft user stories.\* 5. Share user stories with the technical team so they can begin building.
- C. \* 1. Review information from the\* 2. Ask clarifying questions.\* 3. Draft requirements.\* 4. Refine and confirm requirements.\* 5. Prioritize which requirements will be included in the minimum viable product.

**Answer:** C

#### NEW QUESTION 251

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. summarize the overall ask and determine what is in scope
- C. To identify acceptance criteria with pass/fail indicators

**Answer:** A

#### NEW QUESTION 252

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

**Answer:** A

#### NEW QUESTION 254

The data science team at Universal Containers (UC) has been asked to analyze the sales team's data within Salesforce. Early In their research, the data science team discovered concerns about data quality. UC has brought in a business analyst (BA) to help address the concern. What should the BA focus on doing first during the initial discovery phase?

- A. Shadow the sales team to observe process for entering data into Accounts and Opportunities.
- B. Meet with the executive leadership team to accurately understand the business need.
- C. Understand and document the data quality issues reported by the data science team.

**Answer:** C

#### NEW QUESTION 259

A business analyst has been asked to evaluate all of the reporting tools that Universal Containers (UC) currently uses, including CRM Analytics, to identify gaps and overlaps in functionality. Which tool would help UC understand the existing functionality.

- A. Value stream map
- B. Capability model
- C. Process map

**Answer:** A

#### NEW QUESTION 262

Management at Cloud Kicks has asked a business analyst (BA) to gain alignment from a group of people to determine what is in scope and out of scope on a Salesforce project. Which group should the BA include early in the scoping process?

- A. Personas
- B. Stakeholders
- C. Scrum team

**Answer:** B

#### NEW QUESTION 266

The business analyst (BA) at Cloud Kicks is managing a project to build a recruiting app for the management and human resources (HR) teams. The HR director wants the app to help the team navigate the hiring process more efficiently. The BA designs a Stakeholder Wheel to better understand all of the people with an interest in the project.

Which level of influence should the BA place the MR Director on the stakeholder wheel?

- A. The Sponsor
- B. The Enterprise
- C. The project

**Answer:** B

#### NEW QUESTION 271

The business analyst is auditing data access by documenting Field-level Security on the Account object in Salesforce.

How do end users participate as stakeholders in data Governance?

- A. They export their data back it up locally.
- B. They implement their data entry workarounds in the system.
- C. They provide valuable feedback on how they use data.

**Answer:** C

#### NEW QUESTION 274

One retail location of Cloud Kicks has been getting complaints from shoppers about being unable to find items in the store. The general manager has asked IT to configure tablets for the sales clerks so they can move freely around the store to assist customers.

The IT team writes a functional requirement:

- Tablets running the Salesforce mobile app must allow users to access store inventory records which include current item count and item location.

Which user story should the business analyst write to describe the functional requirement?

- A. As a sales clerk, I want to see item availability and locations to help customers find items.
- B. As a general manager, I want sales clerks to have tablets so they can help customers find items.
- C. As a customer, I want sales clerks to have access to item availability to help them find items.

**Answer:** A

#### NEW QUESTION 275

The Salesforce team at Cloud Kicks (CK) is reviewing the sales team's business processes. During a review session, the business analyst notices that quantifiable benchmarks have yet to be established.

Why is it a best practice to establish benchmarks to evaluate existing processes?

- A. Proves processes are out of date and require a new solution
- B. Compares processes against CK's closest competitors
- C. Shows tangible impact from changes to processes

**Answer:** C

#### NEW QUESTION 276

Universal Containers is developing a new recurring app utilizing Lightning screen flows. The business analyst (BA) has started writing user stories in a repository. The project lead has edited user stories in the DevOps tool to make them more complete.

What should the BA do to understand which user stories were modified?

- A. Review the approval history.
- B. Review the change sets history
- C. Review the version control history.

**Answer:** C

#### NEW QUESTION 279

Northern Trail Outfitters (NTO) has noticed that many customers are posting to social media about issues they are having with a new product. The services team is looking for easy ways to engage with these customers and resolve their complaints. During the first discovery meeting of the project, the business analyst (BA) hears that the VP of services and support wants to implement Omni-Channel for NTO's Service Cloud.

What should the BA do first to ensure the ongoing success of the project?

- A. Configure a proof-of-concept demo within a sandbox environment to show the pros and cons of the requested solution.
- B. Produce a gap analysis document that will show the ways the requested solution can solve the limitations of NTO's current system.
- C. Encourage the project stakeholders to think of various ways to solve cases different before deciding on a specific solution.

**Answer:** B

#### NEW QUESTION 281

A business analyst (BA) conducted a group workshop with stakeholders to understand and document in-scope business processes. The BA feels there are gaps between process steps.

What should the BA do to close the gaps or confirm the process steps?

- A. Conduct elimination with stakeholders regarding their parts of the process.
- B. Review the documentation to ensure that information gathered about the process is correct.
- C. Using strategy analysis, define models of how gaps in the business process can be resolved.

**Answer:** A

#### NEW QUESTION 282

Sales leadership at 230Cloud Kicks (CK) is concerned about the limited adoption of Salesforce at the company. Salesforce implementation includes many custom pages. Multiple users have complained about wa.t.ng a long time for key functionality to display

- A. Monitor the Lightning Usage App.
- B. Run the Lightning page layout.
- C. Enable Debug Logs.

**Answer:** A

#### NEW QUESTION 284

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