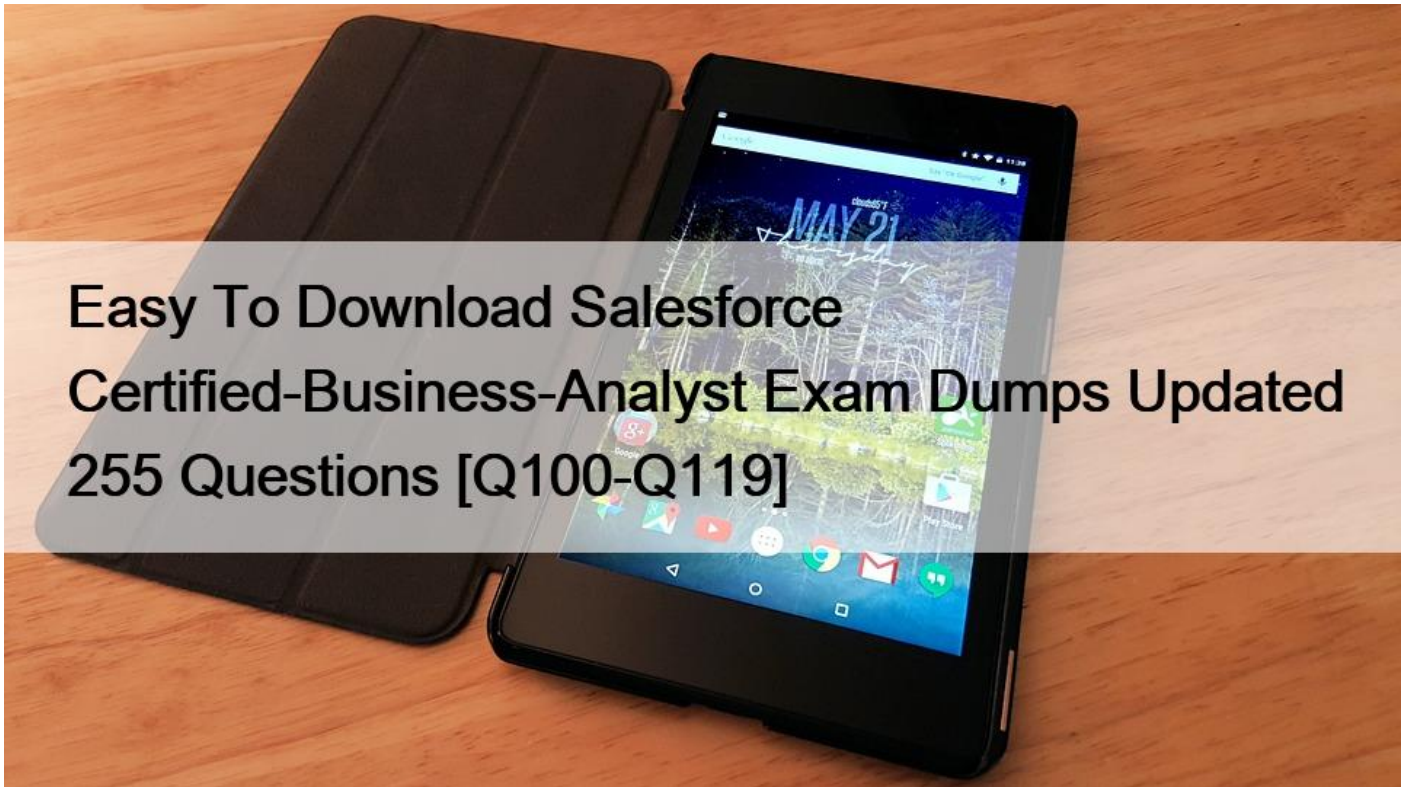


Easy To Download Salesforce Certified-Business-Analyst Exam Dumps Updated 255 Questions [Q100-Q119]



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New Updated Certified-Business-Analyst Exam Questions 2023

The Salesforce Certified-Business-Analyst Certification Exam is designed for professionals who have experience in Salesforce technology and are looking to enhance their skills in the field of business analysis. This certification provides a comprehensive understanding of Salesforce technology and its applications in business analysis.

QUESTION 100

Universal Containers is transitioning to Slack as its internal communication tool and is ready to release.

What is the final step that a business analyst should perform during the user acceptance testing process that would ensure a decision?

- * Complete development on bugs discovered during this phase.
- * Get written sign-off from all business stakeholders.
- * Conduct a final retrospective meeting with the project team.

QUESTION 101

Universal Containers is setting up a Salesforce email integration for the sales team. Through discovery conversations, the business analyst (BA) learns the operations team also needs email integration in the near future.

What should the BA do next?

- * Proceed with the sales team's project as planned.
- * Start project work for the operations team.
- * Include the operations team during discovery.

QUESTION 102

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?

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

QUESTION 103

Cloud Kicks (CK) wants its sales team to use Sales Cloud to decrease its lead conversion time. The business analyst (BA) will analyze and break down CK's typical sales cycle.

How can process mapping help the BA get started on this project?

- * It can show the relationship between the steps and actions in the sales cycle to communicate and understand the current state, and to identify areas for improvement.
- * It can model changes in the current customer experience, analyze each change's potential for impact, and help visualize potential improvements in the sales cycle in advance of the solution design.
- * It can display complex ideas in a consistent format, highlight blockers and impediments to help stakeholders quickly assess issues in the sales cycle, and see the project timeline at a glance.

QUESTION 104

Universal Containers wants to integrate its Salesforce org with the largest online professional network so its sales reps can view information directly on Salesforce records. The business analyst will write acceptance criteria for this scenario.

What is an example of good acceptance criteria?

- * A sales rep can view current information directly in the Lead and Contact records.
- * A sales rep needs to have the CRM widget installed in the Lead and Contact Record Page Layout.
- * Install a CRM widget to allow sales reps to view information in the Lead and Contact records.

QUESTION 105

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?

- * Work will begin after executive approval is given.
- * Work will begin in the next sprint.

- * Work will begin when capacity becomes available

QUESTION 106

Cloud Kicks (CK) wants to redefine its lead-to-customer business process. CK wants to unify the interactions between sales, marketing, and customers to provide a more seamless experience. The business analyst (BA) need to create a visual representation that includes the steps and inputs from both sales and marketing.

Which tool should the BA use to capture all launches of the current state?

- * Journey Mapping
- * Process Mapping
- * Whiteboarding

QUESTION 107

During a Service Cloud implementation at Cloud Kicks, the business analyst (BA) reviewed the user acceptance testing and identified results that conflict with the functionality that was requested, While the testing was error-free, business stakeholders indicted that values in reports and the layout of screens were unexpected.

What should the BA do next?

- * Run testing again, ensuring the scripts reflect expectations and business processes match functionality,
- * Decompose and model the business processes, and identify testing procedures to calculate new values.
- * Present recommendations from testing to determine if improvements should be made to the underlying implementation.

QUESTION 108

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?

- * Suppliers, Inputs, Process, Outputs, Customers (SIPOC) Map
- * Detailed Process Map
- * Value Stream Map

QUESTION 109

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?

- * Change management
- * Use case
- * Gap analysis

QUESTION 110

Universal Containers is developing a new case management solution in Salesforce. The business analyst has started writing user stories to capture feature needs. One user story is: The customer care representative wants to take ownership of new cases and communicate with customers so they can provide high-touch customer experiences.”

Which component of the user story is "provide high-touch customer experiences"?

- * Where
- * Why
- * Assumption

QUESTION 111

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?

- * Business leaders, middle management, and end users
- * Senior leadership, IT leadership, and middle management
- * Executive sponsors, IT leadership, and end users

QUESTION 112

Universal Containers (UC) needs a Quip template to create Account plans. UC's business analyst has been tasked with documenting requirements for this initiative. During one of the business requirements gathering sessions, a sales manager notes that it's important the new template is user-friendly and only accessible to the account team.

Which option captures this requirement?

- * Make the template user-friendly and accessible only by members of the account team.
- * The sales manager can make the template user-friendly.
- * Accessible by members of the account team.

QUESTION 113

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?

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

QUESTION 114

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?

- * Negotiable
- * Valuable
- * Small

QUESTION 115

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	Response
Expert Agent	Yes
Team Leader	Yes
Service Admin	No
Case Solver	Yes

What should the BA do?

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

QUESTION 116

A business analyst at Universal Containers has begun user acceptance testing for a new Experience Cloud implementation with the project team. A major gap for one of the personas was identified in the documented scenarios.

What went wrong?

- * Failure to include all stakeholders in the requirements gathering process
- * Failure to perform thorough unit testing during the development process
- * Failure to validate the application against the functional requirements

QUESTION 117

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."

- * Challenge
- * Monster
- * Victory
- * Helper

QUESTION 118

A business analyst (BA) at Universal Containers (UC) has been asked to evaluate a business process at a high level and in detail, while also keeping regulatory considerations in mind. Management wants to use the output from the BA's evaluation to inform decisions about UC's future implementations of Sales Cloud and Service Cloud.

What should the BA use for their evaluation?

- * Cross-functional flowchart
- * Entity Relationship Diagram (ERD)
- * Universal Process Notation (UPN)

QUESTION 119

Business analyst (BA) at Universal Containers looks at the user stories for a new implementation of the for salesforce Customer Data Platform (CDP) and notices they are too large. The BA recommends that the large Dries be broken down into smaller stories which will decrease the future level of effort for subsequent ac.

Which activity will be mast impacted by breaking down the user stories?

- * Estimation
- * Defining the persona
- * Acceptance criteria

The Salesforce Certified Business Analyst Certification Exam is a valuable credential for professionals who work with Salesforce. It demonstrates a deep understanding of Salesforce and the ability to analyze business requirements and design solutions that meet the needs of organizations. This certification is recognized globally and is highly respected in the Salesforce community. Professionals who hold this certification can expect to have a competitive advantage in the job market and can command higher salaries.

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