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Vendor:Salesforce

Exam Code:CERTIFIED-BUSINESS-ANALYST

Exam Name:Salesforce Certified Business Analyst

Version:Demo

QUESTION 1

Universal Containers is developing a new recruitment app using Service Cloud. The project team has started writing user stories including:

"As a human resources (HR) manager, I need to document the progress of a candidate's submission so I can manage the candidate's application throughout the recruiting process."

What is one definition of done for this user story?

- A. The Candidate Status field can be updated.
- B. The acceptance criteria has been approved.
- C. The Candidate object has Edit access.

Correct Answer: B

QUESTION 2

A business analyst (BA) at Universal Containers (UC) has been asked to improve the user experience (UX) of marketing employee who manages webinar data. The chief marketing officer (CMO) thinks the UX issues are related to standard

Salesforce Campaign functionality that misaligns with UC's business requirements. The BA surveyed the marketing group about their pain points and was surprised to discover that their concerns differ from the CMO's theory about issues with

the UX of Campaigns in Salesforce.

Which influencing style should the BA use when presenting their findings to the CMO and other stakeholders?

- A. Collaborative
- B. Assertive
- C. Analytical

Correct Answer: A

QUESTION 3

A business analyst (BA) is working with the support team at Cloud Kicks (CK) on a Service Cloud implementation. The BA has decided to create a process map to understand CK's current merchandise return process. What are the top three benefits of creating a process map?

- A. Engages stakeholders, identifies improvements, and starts the change process
- B. Builds accountability, increases revenue, and decreases overall time spent on requirements
- C. Identifies improvements, decreases project costs, and starts the change process

Correct Answer: B

QUESTION 4

As a part of discovery, the business analyst (BA) at Universal Containers is trying to understand how Salesforce was implemented. What should the BA utilize to help uncover any technical constraints or potential problems in a Salesforce implementation?

- A. Salesforce Optimizer
- B. Setup Audit Trail
- C. Reports and Dashboards

Correct Answer: A

QUESTION 5

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

Correct Answer: B

QUESTION 6

Northern Trail Outfitters launched a new feature on its Experience Cloud site to allow customers to compare features of similar products ahead of the major promotional event of the year. The user acceptance testing (UAT) passed successfully; however, many customers complained of issues when accessing the site.

What did the business analyst overlook before recommending that the release go live?

- A. The AT should have been performed with enough time to resolve bugs in the new feature,
- B. The UAT should have been performed with both peak load and average load simulation.
- C. The UAT should have been performed by customers who are familiar with the products.

Correct Answer: B

QUESTION 7

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)

Correct Answer: A

QUESTION 8

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

Correct Answer: A

QUESTION 9

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.

Correct Answer: B

QUESTION 10

Northern Trail Outfitters (NTO) wants to address a recent group of complaints it received from the service team. The NTO Salesforce team was alerted that the current routing process is preventing cases from reaching 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.

Correct Answer: A

QUESTION 11

Northern Trail Outfitters (NTO) is undergoing a Salesforce implementation for Service Cloud. The business analyst is currently working with the development team as they build features in the sandbox. NTO wants to test these features before the changes are deployed to the production environment.

As part of the Application lifecycle Management (ALM) process, which three development models does Salesforce support?

- A. Change Set Development, Org Development, Package Development
- B. Rapid Application Development, Org Development Package Development
- C. Salesforce DX, Flow Builder, Rapid Application Development

Correct Answer: A

QUESTION 12

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.

Correct Answer: C