

# Salesforce

## Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam



#### NEW QUESTION 1

Cloud Kicks (CK) plans to establish a Center of Excellence (CoE).  
How will CK benefit from using a CoE to define the long-term vision for its Salesforce org?

- A. CK will be better able to prioritize across teams and streamline processes.
- B. CK will get insights to current business processes.
- C. CK will develop a process to gather feedback from end users regularly.

**Answer: A**

#### NEW QUESTION 2

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 3

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 4

The Cloud Kicks business analyst (BA) is frustrated because the requirements tracking spreadsheet is often incomplete or out-of-sync for the Slack transition project. The development team has recommended that the BA use a DevOps tool as an alternative.  
What are the benefits of using a DevOps tool in this situation?

- A. Tracks changes on a daily basis and provides a history of changes
- B. Tracks changes for the testing team and provides access to user stories
- C. Tracks changes in real time and provides a single source of truth

**Answer: A**

#### NEW QUESTION 5

Cloud Kicks (CK) faces challenges with accurate reporting and metrics to use when CK schedules service agent shifts. The VP of service is unsure how the challenges can be solved in Salesforce.  
Which analysis should a business analyst perform?

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

**Answer: C**

#### NEW QUESTION 6

The business analyst (BA) at Northern Trail Outfitters is writing user stories about a Case creation feature within Service Cloud for an upcoming sprint. This feature overlaps with another feature that is being developed in the current sprint. The BA is working with the technical team to identify metadata dependencies across features to prevent overwriting before the release.

What should the BA use?

- A. Setup Audit Trail
- B. Change Sets
- C. Version control

**Answer: C**

#### NEW QUESTION 7

Northern Trail Outfitters is Updating Its customer portal built on Experience Cloud. The team has drafted a user story:  
"As a customer, I want to be able to chat with a support agent and view my account, see my orders, and ask questions via the customer port.  
What should a business analyst do to improve this user story?

- A. Estimate how long it will take the technical team to complete the story.
- B. Include specific information about potential Salesforce solutions.

C. Adjust the goal of the user story to be independent.

**Answer: B**

#### NEW QUESTION 8

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 9

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 10

The user acceptance testing (UAT) of a solution has passed. During the code review process, a technical team found that the Apex code fails to meet Salesforce coding standards which makes it challenging to maintain over the long term and may create performance issues. The business analyst has identified this as an issue that prevents deployment to production. Which principle of Agile methodology does this violate?

- A. Sprint retrospective
- B. Definition of done
- C. Iterative development

**Answer: B**

#### NEW QUESTION 11

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 12

The business analyst at Cloud Kicks is beginning to write user stories for its Salesforce implementation. Which three components should be included when writing a user story?

- A. Who, what, why
- B. When, where, why
- C. Who, when, why

**Answer: A**

#### NEW QUESTION 13

A business analyst (BA) at Northern Trail Outfitters has been asked to explain a sales process improvement idea and collaborate on a plan for implementation. Several sales users in various locations have been identified to participate. Which technique should the BA use to optimize effectiveness and build a shared understanding of the idea and approach?

- A. Demo prototype
- B. Virtual whiteboard
- C. One-on-one meetings

**Answer: B**

#### NEW QUESTION 14

A business analyst (BA) is creating a business flowchart to review with a customer service team that is using Service Cloud. The team is organized by the products and the regions they support. Which step should the BA include in the business flowchart?

- A. Capture decision steps and different outcomes.
- B. Illustrate which fields are integrated with an external system.
- C. Set limits to the scope that will be documented.

**Answer:** A

#### NEW QUESTION 15

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?"

- A. Where
- B. Why
- C. Assumption

**Answer:** B

#### NEW QUESTION 16

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 17

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 18

The business analyst (BA) at Universal Containers is responsible for defining the enhancement features for the current Salesforce CPQ implementation that must be configured in the next phase of the project.

Which type of document should the BA create to achieve the objective?

- A. Business analysis plan
- B. Scope statement specification
- C. Functional requirements specification

**Answer:** B

#### NEW QUESTION 19

Northern Trail Outfitters is setting up a new team to support an implementation of Service Cloud and is considering which workflow to use.

In which scenario should the business analyst recommend Kanban?

- A. Work is generally project-based and can be broken into smaller pieces.
- B. Work includes platform support requiring immediate outage handling.
- C. Work is predictable but sometimes lacks sufficient planning.

**Answer:** B

#### NEW QUESTION 20

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 21

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