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QUESTION 1

Universal Containers has chosen to leverage Experience Cloud to create an engaging site for its customers. The business analyst (6A) leading this project needs to validate that the requirements meet the goal.

What should the BA do to ensure alignment?

- A. Survey customers to confirm whether the new site meets their requirements.
- B. Circulate the requirements to stakeholders, incorporate feedback, and obtain sign-off.
- C. Conduct a white boarding session to ensure the requirements are accurate.

Correct Answer: B

This answer states that circulating the requirements to stakeholders, incorporating feedback, and obtaining sign-off is what the BA should do to ensure alignment on goals and strategies across NTO's organization for creating an engaging site for its customers using Experience Cloud. Circulating the requirements to stakeholders means that the BA shares the written statements that describe what the solution must do or have to meet the goals and strategies of NTO's organization with the people who have a significant interest or influence in the project outcome. Incorporating feedback means that the BA revises and updates the requirements based on the comments or suggestions from the stakeholders. Obtaining sign-off means that the BA gets a formal approval or confirmation from the stakeholders that they agree with and accept the requirements. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements>

QUESTION 2

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)

Correct Answer: B

This answer selects Universal Process Notation (UPN) as the diagramming notation that the BA should use for the process map. UPN is a simple and standardized way of creating process maps, using only four symbols: activity, decision, start/end, and annotation. UPN can help the BA create a process map that is applicable across all industries, provides context for metrics and management decisions, and supports regulatory considerations. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business>

QUESTION 3



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. Suppliers, Inputs, Process, Outputs, Customers (SIPOC) Map

Correct Answer: C

Explanation: The documentation that is most beneficial for the business analyst to define the scope of the project is a SIPOC (Suppliers, Inputs, Process, Outputs, Customers) Map. A SIPOC Map is a high-level process map that shows the key elements of a process, such as the suppliers, inputs, outputs, and customers. A SIPOC Map can help define the scope and boundaries of a project by identifying what triggers the process, what are the inputs and outputs of the process, who are involved in or affected by the process, and what are the expectations or requirements of the process. A SIPOC Map can also help communicate and validate the scope with stakeholders and sponsors. A detailed process map is not documentation that is most beneficial for the business analyst to define the scope of the project. A detailed process map is a diagram that shows the steps, activities, and decisions involved in a process. A detailed process map can help document existing processes in a clear and concise way that can be easily understood by anyone involved in the project, but it does not help define the scope or boundaries of the project. A value stream map is not documentation that is most beneficial for the business analyst to define the scope of the project. A value stream map is a diagram that shows the flow of materials and information, the value-added and non-value-added activities, and the cycle times and wait times involved in a process. A value stream map can help identify waste, inefficiencies, and opportunities for improvement within a process, but it does not help define the scope or boundaries of the project. References: https://trailhead.salesforce.com/en/content/learn/modules/business-analyst_skills-strategies/explore-techniques?information-discovery

QUESTION 4

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

Correct Answer: C

Explanation: The element that the business analyst should use to help the QA team validate that the product fulfilled the requirements without ambiguity is acceptance criteria. Acceptance criteria are statements that define the conditions that a product or feature must meet in order to be accepted by stakeholders or end users. They can help the QA team test the functionality based on specific scenarios or outcomes, and verify that it meets the expectations or needs of stakeholders or end users. Process maps are diagrams that show how a business process flows from start to end. They can help the QA team understand how a product or feature works in relation to a process, but not how to validate it without ambiguity. User stories are statements that capture a requirement or feature from an end user's perspective. They can help the QA team understand what needs to be done and why it matters, but not how to validate it without



ambiguity. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories> <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-acceptance>

QUESTION 5

During the discovery phase of a Salesforce project, which types of analyses should a business analyst typically perform?

- A. Financial, Technical, Operational
- B. Technical, Stakeholder, Enterprise
- C. Enterprise, Strategy, Stakeholder

Correct Answer: C

Explanation: The types of analyses that a business analyst typically performs during the discovery phase of a Salesforce project are enterprise analysis, strategy analysis, and stakeholder analysis. Enterprise analysis is a technique that examines and evaluates the internal and external factors that affect a business or organization. It can help the business analyst understand the strengths, weaknesses, opportunities, and threats (SWOT) of a business or organization. Strategy analysis is a technique that defines and clarifies the goals, objectives, scope, and success criteria of a project or initiative. It can help the business analyst align the project or initiative with the vision and mission of a business or organization. Stakeholder analysis is a technique that identifies and evaluates the people who have an interest in or influence on a project or initiative. It can help the business analyst understand who are the key stakeholders, what are their roles and responsibilities, what are their needs and expectations, how they communicate and collaborate, etc. Financial analysis is a technique that assesses the costs and benefits of a project or initiative. It can help the business analyst justify or prioritize the project or initiative based on its return on investment (ROI) or net present value (NPV). Technical analysis is a technique that examines and evaluates the technical aspects of a project or initiative. It can help the business analyst understand the feasibility or complexity of a project or initiative based on its architecture or design. Operational analysis is a technique that analyzes and optimizes the processes and workflows of a business or organization. It can help the business analyst improve the efficiency or effectiveness of a business or organization based on its performance metrics or best practices.

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