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QUESTION 1

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)

Correct Answer: B

Explanation: The management process that the business analyst should suggest to help the teams align on their competing priorities is Vision, Values, Methods, Obstacles, and Measures (V2MOM). V2MOM is a framework that helps to define and communicate a shared vision and strategy for a project or organization. V2MOM stands for Vision (what you want to achieve), Values (what's important to you), Methods (how you will get it done), Obstacles (what might stand in your way), and Measures (how you will know when you're successful). V2MOM helps to align teams on their common goals and priorities, as well as track their progress and results. References:

<https://trailhead.salesforce.com/content/learn/modules/v2mom-align-your-vision-and-values/v2mom-introduction>

QUESTION 2

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?

- A. Estimation
- B. Defining the persona
- C. Acceptance criteria

Correct Answer: C

Explanation: This answer states that estimation is the activity that will be most impacted by breaking down large user stories into smaller stories for implementing Experience Cloud at Cloud Kicks. Estimation is a process of predicting or calculating how much time, effort, or resources are needed to complete a user story or a task. Breaking down large user stories into smaller stories means that the BA divides a complex or vague user story into more manageable and specific user stories that can be delivered in a shorter time frame. Estimation is the activity that will be most impacted by breaking down large user stories into smaller stories because it helps the BA to reduce uncertainty and risk, increase accuracy and reliability, and facilitate planning and prioritization of user stories or tasks. References:

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

QUESTION 3

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

Correct Answer: B

QUESTION 4

The VP of customer success at Northern Trail Outfitters wants to implement a new client onboarding process leveraging custom objects and a custom Console Lightning App.

Which approach should a business analyst take to begin this process?

- A. Partner with Salesforce account executives to complete discovery.
- B. Schedule a meeting with stakeholders and create a journey map.
- C. Develop the project plan and finalize the release date.

Correct Answer: B

The approach that the business analyst should take to begin this process is to schedule a meeting with stakeholders and create a journey map. A journey map is a tool that creates a visual representation of the steps or stages that a user goes through when interacting with a system or solution. A journey map helps to understand and document the user's experience, needs, goals, pain points, emotions, and touchpoints across their entire lifecycle. A journey map also helps to identify any gaps or opportunities for improvement or innovation in the user journey. The business analyst should schedule a meeting with stakeholders and create a journey map by asking questions, collecting feedback, drawing diagrams, and validating information. Scheduling a meeting with stakeholders and creating a journey map helps to begin this process by engaging and involving them in defining and designing the new client onboarding process. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery>

QUESTION 5

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.

Correct Answer: C



Explanation: The business analyst should confirm that the user stories are written effectively by checking that they can be easily prioritized and are small enough to estimate accurately. User stories are short and simple descriptions of a feature or functionality from the perspective of an end user or customer. User stories should follow the INVEST criteria, which stands for Independent, Negotiable, Valuable, Estimable, Small, and Testable. User stories that can be easily prioritized and are small enough to estimate accurately are more likely to meet the Estimable and Small criteria. Estimable means that a user story should have enough information and clarity to allow developers and testers to estimate the effort and time required to complete it. Small means that a user story should be simple and concise, and it should be able to be completed within a single sprint by a single developer or a small team. References: <https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories>

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