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QUESTION 1

A business analyst (BA) at Northeren Trail Outfitters has been asked to explain a sales process improvement idea and collaborate on a plan for implementation. Several sale 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

Correct Answer: B

QUESTION 2

Universal Containers has kicked off a project focused on transforming its customer service department using Service Cloud. During onboarding, the project manager shared the following process maps with the business analyst (BA):

1.
Case Creation
2.
Case Triage
3.
Case Assignment
4.
Case Management
5.
Case Closure

Which key attributes should the BA look for when reviewing the process maps?

- A. Audiences, scope, inputs, outputs, and resources
- B. Cost, timeline, risks, requirements, and opportunities
- C. Case sources, types, volumes, priorities, and reasons

Correct Answer: C

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

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

QUESTION 5

Which type of process diagram should the business analyst use at the beginning of a Salesforce project to outline high-level process areas such as "Prospect to Contract"?

- A. Capability model
- B. SIPOC (Suppliers, Inputs, Process, Outputs, Customers)
- C. Value stream map

Correct Answer: B

QUESTION 6

Universal Containers is currently doing user acceptance testing for a global customer service project that leverages Service Cloud. A stakeholder is executing a test case for a specific user story. The stakeholder has provided this feedback:

1.

The functionality described in the test case is working as expected.



2.

The stakeholder wants to change the label of several fields described in the test case.

3.

The stakeholder wants to add two new fields that were excluded from the test case. Which step should the business analyst take next?

- A. Acknowledge the feedback, update the existing user story to include the field changes, and assign the user story back to the technical team for immediate development.
- B. Acknowledge the feedback, create a new test case that includes the field changes, and assign the test case back to the stakeholder for immediate testing.
- C. Acknowledge the feedback, create a new user Story that includes the field changes, and ask the stakeholder to update the existing test case to show it was successfully tested.

Correct Answer: A

QUESTION 7

The business analyst at Cloud Kicks is using a checklist to assess the quality of user stories for an upcoming Experience Cloud implementation. Which characteristics make a user story successful?

- A. Clean Direct, Concise, Cross Functional, Configurable
- B. Actionable., Concise, Testable, Solution-oriented, Defined
- C. Independent, Negotiable, Valuable, Estimable. Small, Testable

Correct Answer: C

QUESTION 8

An executive at Cloud Kicks has tasked the internal Salesforce staff with the optimization of a very manual process in its Salesforce org, What should the business analyst do first before a future state is proposed to key stakeholders?

- A. Manage project integrations with the technical team.
- B. Discuss project trade-offs with the executive sponsor.
- C. Hold a kickoff meeting to set expectations with the project team.

Correct Answer: C

QUESTION 9

Management at Cloud Kicks has asked a business analyst (BA) to gain alignment from a group of people to determine what is in scope and out of scope on a Salesforce project. Which group should the BA include early in the scoping process?



- A. Personas
- B. Stakeholders
- C. Scrum team

Correct Answer: B

QUESTION 10

Cloud Kicks wants to assess the efficiency of its Sales Cloud solution to eliminate unnecessary steps and cut costs. A business analyst (BA) will give a presentation to executives to help them understand the current state and define the future state. Which document should the BA use for the presentation?

- A. A business process model
- B. A persona journey map
- C. A collection of use cases

Correct Answer: A

QUESTION 11

A group of business analysts (BA) at Universal Containers have been working with different teams of stakeholders on eliciting requirements for a new Salesforce app. The BAs have gathered and documented all of the information in a central location. Upon review of the requirements, the BAs discovered that changes made to the documentation were overwritten by each other, and they will lose time recapturing them.

What should the BAs do differently to prevent this error from happening?

- A. Each BA should use their own separate documentation.
- B. Each BA should enter their business needs in a shared spreadsheet,
- C. Each BA should use a shared system that has version control.

Correct Answer: C

QUESTION 12

The technical team at Cloud Kicks is trying to deliver one of its Salesforce customizations. The business analyst (BA) has been asked to put assignments, test plans, decisions, and milestones in writing and share this document with stakeholders so there is less potential for confusion.

Which tactical document should the BA use to capture features?

- A. Business analysis plan
- B. User Acceptance Test plan



C. Release plan

Correct Answer: C

QUESTION 13

Universal Containers is working to improve Salesforce adoption. Customer reps are utilizing many Salesforce features in the org, but sales reps are still relying on their personal spreadsheets. What should the business analyst do to better understand the sales reps process in order increase Salesforce adoption?

- A. Host Focus group, conduct surveys, and shadow the sales reps to observe the tools they use and how the use them.
- B. Run reports based on usage to see where the sales reps are spending the majority of their time in Salesforce.
- C. Arrange for the sales reps to collaborate with customer service reps to learn service reps interact with Salesforce.

Correct Answer: A

QUESTION 14

Universal Containers (UC) has several teams working on a new application in Salesforce. Unfortunately, during the release process, it was discovered that the teams had overwritten each others changes. What should JC use to prevent this from happening in the future?

- A. Code review sessions
- B. Version control system
- C. Change set deployments

Correct Answer: B

QUESTION 15

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?

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

Correct Answer: C

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