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Salesforce Certified-Business-Analyst

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QUESTION NO: 1

Cloud Kicks (CK) needs to implement an event management system within Salesforce. After researching potential solutions, a managed package meets the majority of CK's business requirements. However, the CRM director has expressed a desire to heavily customize an open source solution.

Which benefit of using a managed package versus an open source solution should the business analyst share to help the CRM director make a decision?

- A. Managed packages are easily customizable to meet CK's exact requirements.
- B. Managed packages are updated automatically with each Salesforce Release.
- C. Each version of a managed package on the AppExchange undergoes a security review.

ANSWER: A

QUESTION NO: 2

Northern Trail Outfitters (NTO) has completed a project with a third-party event organization platform to enhance its MVP Experience Site. Many features were left in the project backlog. NTO's IT team is beginning a new phase of work on the Experience Site to build additional features requested by business stakeholders and wants to include the items that were left in the backlog in the first phase.

How should the business analyst coordinate the user stories to most efficiently manage the new project timeline?

- A. Include existing and new user stories to be completed within the duration of the project. Hire additional developers to accommodate both work streams to prevent delays within the schedule sprints.
- B. Reprioritize existing and new user stories to place the stories into each sprint of the project. Return an equivalent amount of lower priority work to the project backlog.
- C. Prioritize user stories for the new enhancements for the initial sprints of the project to accommodate business stakeholder requests. Complete existing user stories in the final sprint of the project.

ANSWER: B

QUESTION NO: 3

Which element of the storytelling process for UX is described here: "A hurdle that makes it difficult for your heroes to succeed on their journeys."

- A. Challenge
- B. Monster
- C. Victory

D. Helper

ANSWER: A

QUESTION NO: 4

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

QUESTION NO: 5

The business analyst (BA) at Universal Containers (UC) wants to understand why UC failed to meet a deployment date for its product go live while following the Agile process. According to the BA's research, the developers lacked a sense of the work in progress and the intended goal of that work, and the QA team was unable to clearly test the functionality based on a given persona.

Which step should the BA take next?

- A. Create a SWOT (Strength, Weakness, Opportunity, Threat) analysis to understand why development and testing took more time.
- B. Move the deployment date out so the teams have more time to work.
- C. Review the user stories to ensure they are small, testable, and valuable.

ANSWER: C

QUESTION NO: 6

Northern Trail Outfitters is undergoing a service Cloud implementation and has decided to use the Scrum methodology for the implementation. A business analyst (BA) received an urgent, high-priority change request in the middle of a sprint.

Which step should the BA take next?

- A. Begin working on the change request as soon as the team has capacity.
- B. Add the change request to the prioritized for the next sprint.
- C. De-prioritize some user stories and add the change request to the current sprint.

ANSWER: A

QUESTION NO: 7

The business analyst (BA) at Northern Trail Outfitters recently configured a feature on Opportunities for the sales team. The BA plans to gather feedback from a small group of end users before rolling out the feature to the entire company.

What should the BA do to present this information?

- A. Share user stories about the feature.
- B. Demo the new feature.
- C. Create a feature manual.

ANSWER: B

QUESTION NO: 8

A business analyst (BA) at Northern Trail Outfitters was asked to create a new user story for a Sales Cloud update requested by the inside sales team. The BA created the following story:

"As a user, I need visibility to customers' purchase history details so I can increase efficiencies and improve closure rates by better tailoring sales offerings."

Which mistake did the BA make when creating this story?

- A. The goal is undefined.
- B. The persona is undefined.
- C. The need is undefined.

ANSWER: A

QUESTION NO: 9

Universal Containers is integrating its enterprise resource planning (ERP) with Salesforce to gain inventory visibility for the sales team. One of the user stories for this project is: "As a sales rep, I want to be able to find containers close to my customer so I can tell them which products they can receive quickly-

Which acceptance criteria is most appropriate for this story?

- A. Sales rep can see the inventory closest to a customer with a quick action.
- B. As a sales rep, I see the Inventory closest to a customer.
- C. Sales rep can see the inventory closest to a customer

ANSWER: C

QUESTION NO: 10

Cloud Kicks has an existing implementation of Salesforce. A business analyst (BA) wants to understand details about the Salesforce environment:

- Custom apps
- Active Salesforce Sites
- Active flows
- Custom tabs
- Visualforce pages

A Which path should the BA take to find this information?

- A.** Review configuration settings.
- B.** Conduct stakeholder interviews.
- C.** Read business process documentation

ANSWER: A

QUESTION NO: 11

The business analyst (BA) at Cloud Kicks (CK) is writing user stories for an upcoming Commerce Cloud website release. One of the requirements from the technical team is to perform stress testing for an upcoming promotion. The BA is translating the requirement into a user story.

Which user story most accurately represents the goal?

- A.** As a visitor to the CK website, I want to make sure that I can shop without disruption during a large promotion so I have a frictionless shopping experience.
- B.** As a site administrator of the CK website, I want to make sure that the web server can process requests at 150% of the average traffic rate during the latest promotion.
- C.** As a user, I want to make sure that shoppers on the CK website can complete their purchases without disruption during the newest promotion.

ANSWER: B

QUESTION NO: 12

Northern Trail Outfitters wants to reduce the amount of time it takes for customers to receive their orders after making an online purchase.

Which initial steps should the business analyst take to help determine why the order management and fulfillment process is slow?

- A.** Work with stakeholders to identify relevant processes, select a key process with defined start and end points, and collaborate with process owners and users to create a current state process map.
- B.** Conduct interviews with stakeholders in the order management and fulfillment departments to identify individual pain points and brainstorm process improvement solutions.
- C.** Create a process map that includes detailed steps related to order management and fulfillment, analyze the process map for inefficiencies, and present findings to leadership.

ANSWER: B

QUESTION NO: 13

Which Salesforce standard license can be given to someone who need access only identity services, such as single sign-on (SSO)?

- A.** Identity Only
- B.** Lightning Platform
- C.** SSO License
- D.** Salesforce License

ANSWER: A

QUESTION NO: 14

Universal Containers is in the planning phase of a Salesforce project that will transform its retail locations. The implementation team has had a difficult time determining the priorities and requirements of previous projects from people who would be directly impacted by the solution under consideration.

Which type of analysis should the business analyst recommend to ensure the implementation team avoids this challenge on the current project?

- A.** Persona analysis
- B.** Enterprise analysis
- C.** Stakeholder analysis

ANSWER: A

QUESTION NO: 15

The business analyst (BA) At universal Containers is writing user stories for its Salesforce Field Service implementation.

What should the BA evaluate to understand the understand the risk level of the user stories?

- A. Scope, resource, and documentation impact
- B. Team, budget, and timeline impact
- C. Technical, operational, and regulatory impact

ANSWER: A