



## **Salesforce**

### **Exam Questions Certified-Business-Analyst**

Salesforce Certified Business Analyst Exam (SP22)

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#### NEW QUESTION 1

As a business analyst (BA) starts engaging stakeholders for a user story writing workshop, an executive sponsor questions why the Commerce Cloud project is creating user stories rather than standard requirements.

What is one benefit of creating user stories that the BA can share with the executive sponsor?

- A. It defines technical specifications early in the process.
- B. It helps testers determine the most efficient way to validate solutions.
- C. It saves time when prioritizing and implementing functionality.

**Answer: B**

#### NEW QUESTION 2

Which tool is used to create reports, incorporate filters and select the Report Type?

- A. Data Loader
- B. Report Builder
- C. A csv file that will then get imported.
- D. Report Composer

**Answer: B**

#### NEW QUESTION 3

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

**Answer: C**

#### NEW QUESTION 4

Northern Trail Outfitters (NTO) plans to significantly grow its workforce and wants to increase the overall security of its Sales Cloud instance. NTO has previously implemented a complex security solution with organization wide defaults, criteria-based sharing rules, and dozens of user profiles. NTO has asked a business analyst (BA) for recommendations on how to proceed.

Which aspect of a potential solution is most important for a BA to consider?

- A. User adoption
- B. Scalability
- C. System downtime

**Answer: A**

#### NEW QUESTION 5

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 6

Cloud Kicks (CK) wants to redefine its lead-to-customer business process. CK wants to unify the interactions between sales, marketing, and customers to provide a more seamless experience. The business analyst (BA) need to create a visual representation that includes the steps and inputs from both sales and marketing.

Which tool should the BA use to capture all launches of the current state?

- A. Journey Mapping
- B. Process Mapping
- C. Whiteboarding

**Answer: B**

#### NEW QUESTION 7

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

#### NEW QUESTION 8

Cloud Kicks needs to revamp its support process to improve the customer experience and has asked the Service Cloud team to collaborate with the business analyst (BA). The BA has scheduled an initial live process mapping session with all stakeholders and received the following calendar responses:

What should the BA do?

- A. Hold a one-on-one diagram session with each stakeholder before the workshop.
- B. Proceed with the workshop as scheduled with the stakeholders who are available.
- C. Cancel the workshop and reschedule it to a date when all stakeholders are available.

**Answer:** C

#### NEW QUESTION 9

The business analyst at Universal Containers is writing user stories to support the Salesforce implementation for the sales operations division. There is a request for visibility into sales rep' pipeline so that can see their revenue. Which missing component is necessary to finish this user story?

- A. Who
- B. Why
- C. When

**Answer:** A

#### NEW QUESTION 10

Universal Containers is focused on an initiative to streamline its channel management processes. Due to the level of complexity, the business analyst (BA) will gather and document the key points in preparation to build a more detailed process map. Which diagram should the BA use in this case?

- A. SIPOC (Suppliers, Inputs, Process, Outputs, Customers)
- B. Capability Model
- C. Value Stream Map

**Answer:** A

#### NEW QUESTION 10

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 11

Northern Trail Outfitters (NTO) has acquired a competitor. The agreement is to migrate the acquired company into NTG's Technological Platforms. One of its challenges is to offer a unified customer experience while strengthening the relationship with its customers. The business analyst (BA) has been asked to translate the business objectives and assemble an improved and standard customer experience. Which strategy should the BA use to accomplish the goal?

- A. Understand business objectives, define the intention and audience, conduct user experience research, analyze the research results, and design an improved new user experience.
- B. Understand business objectives, define the intention and audience, lead a journey mapping workshop, find opportunities for improvement, and update the journey map.
- C. Understand business objectives, determine company culture, evaluate processes and user experiences, interview stakeholders, and add improvements to the integration roadmap.

**Answer:** B

#### NEW QUESTION 14

Cloud Kicks (CK) wants to enhance the user experience for customer service agents on Service Cloud so they can effectively meet their service-level agreements. CK has a vision for the future state, but needs to understand how to achieve it. A business analyst (BA) has been assigned to help with this goal. Which type of document should the BA use to meet the requirement?

- A. Change management
- B. Use case
- C. Gap analysis

**Answer: B**

#### NEW QUESTION 18

Universal Containers is about to kick off a new Salesforce implementation, bringing both sales and service teams onto the platform. Each team has been managing Accounts and Contacts in their own way even though the Accounts and Contacts are shared between the teams. This has resulted in disagreements about what should be built in Salesforce.

Which groups should the business analyst work with to gain full alignment on a common program vision and strategy?

- A. Business leaders, middle management, and end users
- B. Senior leadership, IT leadership, and middle management
- C. Executive sponsors, IT leadership, and end users

**Answer: A**

#### NEW QUESTION 20

A business analysis (BA) is creating a business flowchart to review with a customer service team that is using 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 e in the business flowchart?

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

**Answer: A**

#### NEW QUESTION 22

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.

**Answer: C**

#### NEW QUESTION 25

A business analyst (BA) is working with stakeholders at Universal Containers to walk through a potential solution for the lead routing and qualification process. The solution will include automated and manual features.

Which artifact should help the BA illustrate the vision of a solution to stakeholders?

- A. Detailed user stories with technical documentation about the existing process
- B. Annotated process flows with modifications to an existing process
- C. Collected pain points from people who follow the existing process

**Answer: B**

#### NEW QUESTION 28

The leadership team at Universal Containers (UC) is focused on customer retention. The business analyst (BA) has been asked to implement a new customer for life program on the salesforce platform. Before their can move forward, they need to understand the lifecycle and all of the related interaction that IC has with its customers.

Which type of session should the BA perform?

- A. User Acceptance testing
- B. Journey Mapping
- C. Requirements Gathering

**Answer: B**

#### NEW QUESTION 29

The business analyst (BA) on the Salesforce development team at Northern Trail Outfitters is leading a requirements elicitation workshop about the process for onboarding new wholesale partners. While whiteboarding the process, one stakeholder continuously interrupts and points out inefficiencies with invoicing and delivery processes.

What should the BA do to prevent the session from being derailed?

- A. Shift the conversation from onboarding to the stakeholder's concerns.
- B. Ask the stakeholder to focus on the onboarding process.
- C. Add the stakeholder's concerns to a "parking lot" for further discussion.

**Answer: C**

#### NEW QUESTION 30

The sales team at Cloud Kicks is rolling out a new sales methodology. To incorporate the requested changes, the business analyst working with the technical team identifies several integrations that touch the Opportunity object and could be impacted by the changes. The project manager wants the solution to include unit testing, code reviews, and functional testing.

What does the project team need to agree upon to ensure the work is ready to be deployed?

- A. Entity relationship diagram
- B. Definition of done
- C. User acceptance criteria

**Answer: B**

#### NEW QUESTION 31

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, Estimabl
- D. Small, Testable

**Answer: C**

#### NEW QUESTION 36

Which of the Salesforce app providers will be able to unlock a locked user with their phones?

- A. All of them.
- B. iOS (App Store)
- C. Only those that download the app from the App Exchange.
- D. Android (Google Play)

**Answer: B**

#### NEW QUESTION 38

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 39

Northern Trail Outfitters is getting ready to enter the user acceptance testing (UAT) phase of its latest Salesforce project. The business analyst (BA) plans to solicit and document sign-offs from the business as part of the UAT process.

Which sign-offs should the BA seek?

- A. Test cases to implement, individual test case functionality, and final go live date
- B. Test cases to implement, user stories, and final go live date
- C. Functional requirements, individual test case functionality, and final go live date

**Answer: A**

#### NEW QUESTION 40

Cloud Kicks has assembled a new product team to launch a brand ambassador partner portal in Experience Cloud. The team is debating various ways to document the requirements. The business analyst recommends writing user stories within the Agile methodology.

What is the benefit of creating user stories when documenting project requirements?

- A. User stories provide specific details about a product early in the development lifecycle.
- B. User stories decrease the need for collaboration within a product team throughout the project.
- C. User stories translate requirements in a way that shows a product's value to the end user.

**Answer: C**

#### NEW QUESTION 44

The business analyst (BA) at Northern Trail Outfitters is helping to improve the process for handling customer returns using Salesforce. The BA has completed a current state process map to identify areas for improvement. The BA plans to present ideas for a future state return handling process to the larger project team.

What should the BA present to the team in a way that is relatable and invites discussion, feedback, and ideas?

- A. A prototype for a specific business outcome
- B. Detailed technical documentation with annotations
- C. A story using personas to illustrate potential solutions

**Answer: C**

#### NEW QUESTION 46

Northern Trail Outfitters is implementing Marketing Cloud. Stakeholders are having a difficult time conceptualizing how Marketing Cloud uses insights to create journeys. The Business analyst (BA) has been asked to show stakeholders how it works so the implementation project can move forward. Timelines are two tight

to present a demo, and approval from stakeholders is needed soon in order to keep the project on track.  
What should the BA do to help stakeholders visualize how it will work?

- A. Create a UPN (Universal Process Notation) diagram.
- B. Build a capability model.
- C. Schedule a storyboarding session.

**Answer:** A

#### NEW QUESTION 49

Universal Containers uses Kanban to complete its Salesforce development. In the middle of a sprint, the sales manager submits an important item to the team.  
What should the business analyst do next?

- A. Ask the team to reprioritize the backlog and work on the item at the top.
- B. Ask the team to commit to the work for the next sprint.
- C. Ask the team to pivot and complete the work immediately.

**Answer:** A

#### NEW QUESTION 51

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

#### NEW QUESTION 56

The finance team is rolling out a new sales process in Sales Cloud for opportunities that are Closed/Won. After meeting with the team, a business analyst (BA) realizes that several requirements for the new process will need further refinement.  
What should the BA use to keep track of changes to the process documents?

- A. Communication template
- B. Business backlog
- C. Version control

**Answer:** C

#### NEW QUESTION 59

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

#### NEW QUESTION 61

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

**Answer:** B

#### NEW QUESTION 65

Northern Trail Outfitters launched a new feature on its Experience Cloud site to allow customers to compare features of similar products ahead of the major promotional event of the year. The user acceptance testing (UAT) passed successfully; however, many customers complained of issues when accessing the site.  
What did the business analyst overlook before recommending that the release go live?

- A. The UAT should have been performed with enough time to resolve bugs in the new feature,
- B. The UAT should have been performed with both peak load and average load simulation.
- C. The UAT should have been performed by customers who are familiar with the products.

**Answer:** B

#### NEW QUESTION 68

A sales manager express frustration that the sales team is failing to enter calls in salesforce. The manager is hoping to resolve the issue quickly and has limited time and budget to complete revamp existing tools and process, the sales manager reaches out to the business analyst (BA) for recommendation. What should the BA do next?

- A. Engage a developer to scope a custom solution.
- B. Research third-party apps on the AppExchange.
- C. Export a weekly report of user activity.

**Answer: B**

#### NEW QUESTION 72

The Sen/ice Center at Universal Containers (UC) uses Service Cloud and Experience Cloud to manage its customer case lifecycle. UC wants to limit the number of interactions a customer has during the lifecycle. The project leader has asked the business analyst (BA) to visually illustrate the lifecycle. Which document should the BA create?

- A. Journey Map
- B. Heat Map
- C. Process Map

**Answer: C**

#### NEW QUESTION 75

During a sprint grooming session for the Sales Cloud implementation at Cloud Kicks, the development team mentions the step "Code Review by Technical Architect" listed within the acceptance criteria needs to be adjusted. Which location should the business analyst move this item to?

- A. Project plan
- B. Definition of done
- C. Pull request template

**Answer: A**

#### NEW QUESTION 77

Northern Trail Outfitters follows an Agile methodology for its Marketing Cloud projects. The project team creates several types of documents. Which document should a business analyst use to capture the software and behavioral requirements of the application?

- A. Scope statement specification
- B. Functional requirements specification
- C. System requirements specification

**Answer: C**

#### NEW QUESTION 80

A project is in the user acceptance testing phase of a Sales Cloud implementation at Universal Containers. The business analyst (BA) is coordinating the test case execution and supporting the testers. One of the testers fails a test case because they were unable to see a custom field identified in the directions. The BA has reviewed the details of the failed test case and compared the expected outcome to the requirements. What should the BA do next?

- A. Assign the test case to another tester.
- B. Assign a bug to the development team.
- C. Attempt to reproduce the issue.

**Answer: C**

#### NEW QUESTION 82

At the start of a new Agile development project, the Universal Containers' product owner asked the business analyst (BA) to clearly define the intended results of the work based on stakeholder needs. The development and implementation teams will use the intended results to plan product decisions. The definition should avoid assumptions and focus on stakeholder value. Which element should the BA choose to define the intended results?

- A. Requirements
- B. User stories
- C. Epics

**Answer: B**

#### NEW QUESTION 85

At Cloud Kicks (CK), the marketing director's management style is results-driven. CK uses scrum methodology when developing improvements to its Salesforce org. The director requests urgent enhancements in the middle of a sprint that require changes by the development team, The director believes their needs are of the highest importance. What should the business analyst do when disruptions to the project occur?

- A. Focus on the agreed upon deliverables instead of the new requests to prevent overallocation of resources.
- B. Ask the project manager for an additional resource to implement the new requests.
- C. Interpret the requests as guidelines to be used when determining priorities for the upcoming release.

**Answer:** A

**NEW QUESTION 87**

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.

**Answer:** A

**NEW QUESTION 91**

After the first round of user acceptance testing for a Sales Cloud project, the business analyst discovered that a high number of test cases failed.

What is a possible reason why the test cases failed?

- A. Missing test org access details
- B. Missing test result details
- C. Missing test script details

**Answer:** C

**NEW QUESTION 94**

A business analyst (BA) at Northern Trail Outfitters is mapping a workflow process to onboard a new user group to a Service Cloud implementation.

Which level of detail should the BA use for the process map and why?

- A. Very detailed—It should be prescriptive for new users following an unfamiliar process.
- B. Somewhat detailed—Since the process will be repetitive, new users will learn and remember the details.
- C. Simple—A high-level overview of the process is sufficient to show a new user experience.

**Answer:** C

**NEW QUESTION 99**

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