



# **Salesforce**

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

Salesforce Certified Business Analyst Exam (SP22)

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#### NEW QUESTION 1

Northern Trail Outfitters (NTO) has moved its inventory systems to Salesforce to track the clothing it manufactures and sells. As a part of this project, NTO wants to implement several features which will also improve how its inventory is restocked. In order to manage the discovery phase of the project, the project team plans to hire a business analyst (8A).

What should a BA do to be successful during the first phase of the project?

- A. Elicit requirements, build automation, and deploy a solution,
- B. Architect a solution, configure a sandbox, and build a proof of concept.
- C. Elicit requirements, create flows and process diagrams, and understand business analytics.

**Answer: C**

#### NEW QUESTION 2

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 3

As part of the digital transformation at Cloud Kicks, company leaders have decided to adopt Service Cloud as its CRM platform for customer service and support. Executive directors are supportive of the initiative, but end users are unconvinced and prefer to remain on the current platform.

What should the business analyst do to gain the end users' cooperation?

- A. Respond to end users with empathy and accommodate their needs; translate the end users' needs into technical requirements; and deliver the project to the developers to implement the solution.
- B. Use an assertive influencing style; demonstrate authority and expertise; outline the project objectives; and make sure end users know that the decision has been made and the time to make changes has passed.
- C. Identify key stakeholders and develop relationships with them as a trusted advisor; involve stakeholders and end users in the design of the new solution; and act as a liaison between business and technical teams.

**Answer: C**

#### NEW QUESTION 4

The Salesforce team at Cloud Kicks (CK) is reviewing the sales team's business processes. During a review session, the business analyst notices that quantifiable benchmarks have yet to be established.

Why is it a best practice to establish benchmarks to evaluate existing processes?

- A. Proves processes are out of date and require a new solution
- B. Compares processes against CK's closest competitors
- C. Shows tangible impact from changes to processes

**Answer: C**

#### NEW QUESTION 5

Which permission is required to create, delete, refresh or activate a Sandbox?

- A. Sandbox Editor
- B. Environment Manager
- C. System Administrator
- D. Manage Sandbox

**Answer: D**

#### NEW QUESTION 6

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 7

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 8

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:** A

#### NEW QUESTION 9

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 10

The sales team is learning a new sales methodology. Management wants to align Salesforce opportunities with the methodology. What is the first step a business analyst should take to begin overhauling the Opportunity object?

- A. Understand the current business process.
- B. Configure stages in Salesforce.
- C. Create new reports and dashboards.

**Answer:** A

#### NEW QUESTION 10

The business analyst (BA) at Universal Containers is preparing for user acceptance testing (UAT) for an Experience Cloud implementation. Which people should participate in UAT?

- A. Business users, project manager, key stakeholders
- B. BA, project manager, key stakeholders
- C. BA, business users, key stakeholders

**Answer:** C

#### NEW QUESTION 12

The Salesforce information technology (IT) team has built a solution in a sandbox for a cross-functional project to implement Customer 360. It is time for user acceptance testing (UAT). What is a business analyst's role during UAT?

- A. Assist in building the requirements using standard functionality so IT can focus on code-related scenarios.
- B. Document user stories and clarify business needs so IT can deliver results based on the requirements.
- C. Coordinate stakeholder participation and notify the team when scenarios fail so IT can solve potential problems prior to go live.

**Answer:** C

#### NEW QUESTION 14

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 19

The VP of sales at Cloud Kicks wants to streamline the lead qualification process to improve the team's productivity and help them reach their target goals. A business analyst (BA) has been assigned to the project to identify the disconnect between the sales and marketing teams' definitions of a qualified lead. What should the BA focus on?

- A. Mapping historical lead data from each team and building carts to highlight similarities
- B. Evaluating the team's skills and experiences to determine how they can better align
- C. Scheduling an all-day collaboration workshop with both teams to resolve their difference

**Answer:** C

#### NEW QUESTION 21

The business analyst (BA) at Cloud Kicks is deep in planning activities for its Commerce Cloud implementation project. The project sponsor asks the team to adjust their efforts due to budgetary constraints. What should the BA do next?

- A. Organize requirements.
- B. Validate requirements.
- C. Prioritize requirements.

**Answer:** C

#### NEW QUESTION 22

Universal Containers wants the ability to fill out a survey based on customer feedback. The team is unable to visualize a possible solution in order to confirm the requirements. Which elicitation technique should the business analyst use to help the team meet its goal?

- A. Prototyping
- B. Brainstorming
- C. Observation

**Answer:** A

#### NEW QUESTION 27

Universal Containers (UC) wants to overhaul its Service Cloud implementation and has hired a consulting company to help drive requirements. In an effort to gain more information about the project, the business analyst (BA) has begun to review UC's structure to understand the functions of each department, how departments interact, and who reports to whom within UC. Which technique is the BA using?

- A. Enterprise Analysis
- B. Stakeholder Analysis
- C. Strategy Analysis

**Answer:** A

#### NEW QUESTION 32

From where can an Admin unlock a user?

- A. Setup > Locked Users > Unlock
- B. Users > Select user > Unlock
- C. Setup > Object Manager > Users > Select User > Unlock
- D. Users > Logins > Unlock Users

**Answer:** B

#### NEW QUESTION 35

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

#### NEW QUESTION 37

During a Service Cloud implementation at Cloud Kicks, the business analyst (BA) reviewed the user acceptance testing and identified results that conflict with the functionality that was requested. While the testing was error-free, business stakeholders indicated that values in reports and the layout of screens were unexpected. What should the BA do next?

- A. Run testing again, ensuring the scripts reflect expectations and business processes match functionality.
- B. Decompose and model the business processes, and identify testing procedures to calculate new values.
- C. Present recommendations from testing to determine if improvements should be made to the underlying implementation.

**Answer: C**

#### NEW QUESTION 42

A business analyst (BA) at Northern Trail Outfitters has been asked to prepare documentation including acceptance criteria and definition of done for a Heroku project.

Which way should the BA approach creation of this documentation?

- A. Include the personal perspective for acceptance criteria and the overall perspective for definition of done.
- B. Create one consolidated set of documentation as the two terms are synonymous and used interchangeably.
- C. Include the overall perspective for acceptance criteria and the persona's perspective for definition of done.

**Answer: A**

#### NEW QUESTION 43

The sales team at Universal Containers has concerns that the process for distributing new leads is too slow. The VP of sales has engaged a business analyst (BA) to help map out a process to distribute new leads quickly. The BA sets up a meeting with stakeholders and learns a stakeholder already has a solution in mind.

What should the BA do next?

- A. Implement the solution now to save time in the planning phase.
- B. Ask the stakeholder to demo their solution to the project team.
- C. Gather requirements and then note the proposal solution.

**Answer: C**

#### NEW QUESTION 45

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 47

A business analyst (BA) conducted a group workshop with stakeholders to understand and document in-scope business processes. The BA feels there are gaps between process steps.

What should the BA do to close the gaps or confirm the process steps?

- A. Conduct elimination with stakeholders regarding their parts of the process.
- B. Review the documentation to ensure that information gathered about the process is correct.
- C. Using strategy analysis, define models of how gaps in the business process can be resolved.

**Answer: C**

#### NEW QUESTION 50

One retail location of Cloud Kicks has been getting complaints from shoppers about being unable to find items in the store. The general manager has asked IT to configure tablets for the sales clerks so they can move freely around the store to assist customers.

The IT team writes a functional requirement:

- Tablets running the Salesforce mobile app must allow users to access store inventory records which include current item count and item location.

Which user story should the business analyst write to describe the functional requirement?

- A. As a sales clerk, I want to see item availability and locations to help customers find items.
- B. As a general manager, I want sales clerks to have tablets so they can help customers find items.
- C. As a customer, I want sales clerks to have access to item availability to help them find items.

**Answer: A**

#### NEW QUESTION 52

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
- D. Small, Testable

**Answer: C**

#### NEW QUESTION 54

While working on a new Sales Cloud feature request for the sales team at Northern Trail Outfitters, the business analyst (BA) uncovers a workflow which could have an impact on the service team. The sales director assures the BA that the impact to service would be minimal.

Which step should the BA take next?



- A. Review the effort and impacts with the service team, and work to align requirements across the teams.
- B. Continue with the effort as defined by sales and add a backlog item to review the service impacts in the future.
- C. Prioritize the effort as defined by sales and ask the director to review any service impact
- D. .

**Answer:** A

#### NEW QUESTION 58

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 62

A business analyst has been asked to evaluate all of the reporting tools that Universal Containers (UC) currently uses, including CRM Analytics, to identify gaps and overlaps in functionality.

Which tool would help UC understand the existing functionality.

- A. Value stream map
- B. Capability model
- C. Process map

**Answer:** A

#### NEW QUESTION 63

Is the following a benefit of implementing Process Mapping? Spot and resolve flaws in the project early on.

- A. No
- B. Yes

**Answer:** B

#### NEW QUESTION 68

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 72

A business analyst (BA) is working with the support team at Cloud Kicks (CK) on a Service Cloud implementation. The BA has decided to create a process map to understand CK's current merchandise return process.

What are the top three benefits of creating a process map?

- A. Engages stakeholders, identifies improvements, and starts the change process
- B. Builds accountability, increases revenue, and decreases overall time spent on requirements
- C. Identifies improvements, decreases project costs, and starts the change process

**Answer:** C

#### NEW QUESTION 76

The business analyst at Universal Containers is helping the team transition from workflow rules to flows. The work has been built and it is time to kick off user acceptance testing (UAT).

What is the goal of UAT?

- A. To ensure what was originally requested is being delivered
- B. summarize the overall ask and determine what is in scope
- C. To identify acceptance criteria with pass/fail indicators

**Answer:** A

#### NEW QUESTION 79

Should the following item be included in a UX Research Plan? Advanced Prototype

- A. No
- B. Yes

**Answer:** A

#### NEW QUESTION 82

Cloud Kicks has invited stakeholders from multiple departments and roles to participate in its latest Salesforce project. Each stakeholder's experiences and priorities for the project are different which causes tension within the team and a lack of clarity around project direction. What should the business analyst do to help the team work together more effectively?

- A. Encourage leadership to share their vision for the project, and ask the larger team to focus feedback only on the key objectives, pain points, and requirements outlined by leaders
- B. Limit participation in key project discovery, requirements, and solutioning meetings to leadership
- C. and engage the larger team to answer questions directly/ related to their roles when needed.
- D. Lead the stakeholders in creating a team agreement that assigns project roles and outlines how the team will collaborate, disagree, develop trust, and define success

**Answer:** A

#### NEW QUESTION 85

A business analyst (BA) at Northern Trail Outfitters is preparing for a user acceptance testing (UAT) session for a global Sales Cloud project. What should the BA do to engage the business most effectively during UAT"?

- A. Hand over ownership for writing, reviewing, and executing UAT scenarios, providing feedback, and approval for release to business stakeholders.
- B. Work with quality assurance analysts to collaborate in writing, reviewing and executing UAT scenarios, providing feedback, and approval for release.
- C. Work with business stakeholders to collaborate in writing, reviewing, and executing UAT scenarios, providing feedback, and approval for release.

**Answer:** C

#### NEW QUESTION 86

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 89

What is used to declaratively move metadata from one environment to another?

- A. Data Loader
- B. Change Sets
- C. Import Wizard
- D. Ant Migration

**Answer:** B

#### NEW QUESTION 93

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:** C

#### NEW QUESTION 97

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