

Salesforce Certified Business Analyst

Time Remaining : 01:11:08

1 of 65. Universal Containers is planning to implement Commerce Cloud to sell more products. The business analyst working on this project has gathered requirements and is translating them into user stories.

What should the user story focus on?

- A. ☐ Product functionality
- B. ☐ Customer experience
- C. ☐ Sales margins

B

☐ Mark this item for later review.

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:11:02

2 of 65. 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 the sales reps' pipeline so they can see their revenue.

Which missing component is necessary to finish this user story?

- A. ☐ When
- B. ☒ Who
- C. ☐ Why

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:10:57

3 of 65. 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. ☐ Somewhat detailed—Since the process will be repetitive, new users will learn and remember the details.
- B. ☒ Very detailed—It should be prescriptive for new users following an unfamiliar process.
- C. ☐ Simple—A high-level overview of the process is sufficient to show a new user experience.

☐ Mark this item for later review.



< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:10:51

4 of 65. A business analyst (BA) at Northern Trail Outfitters has been asked to explain a sales process improvement idea and collaborate on a plan for implementation. Several sales 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. ☐ One-on-one meetings
- B. ☐ Demo prototype
- C. ☒ Virtual whiteboarding

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst**Time Remaining : 01:10:45**

5 of 65. 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. ☐ De-prioritize some user stories and add the change request to the current sprint.
- B. ☒ Begin working on the change request as soon as the team has capacity.
- C. ☐ Add the change request to the backlog to be prioritized for the next sprint.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:10:40

6 of 65. Cloud Kicks (CK) needs to integrate the industry standard due-diligence in its sales process to verify customers in Sales Cloud. CK asks the business analyst (BA) to identify which stage in the sales process the industry standard due-diligence should be embedded.

What should the BA do to meet the requirement?

- A. ☐ Locate the stage, add the standard due-diligence as a subprocess, and set the trigger point.
- B. ☒ Develop a process map as a base, work with stakeholders to understand the trigger point, and locate the stage.
- C. ☐ Identify the triggers, locate the stage, and add the standard due-diligence as a subprocess.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:10:35

7 of 65. 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. ☐ Release plan
- B. ☐ User Acceptance Test plan
- C. ☐ Business analysis plan

A

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:10:29

8 of 65. The business analyst (BA) at Cloud Kicks is having a hard time documenting a user story to change an existing Opportunity flow for sales users. The architect expressed their concerns to the BA that they lack a comprehensive list of the components that will be affected by the updated flow.

Which best practice should the BA follow?

- A. ☐ Schedule additional discovery sessions with the sales users to understand what will be impacted by the changes.
- B. ☐ Ask the development team to investigate and document all affected components before the story can be written.
- C. ☐ Write the user story without making any assumptions about how it will be implemented or which components are affected.

A

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:10:24

9 of 65. 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. ☒ User stories
- B. ☐ Requirements
- C. ☐ Epics

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:10:16

10 of 65. Universal Containers is developing a new recruitment app using Service Cloud. The project team has started writing user stories including:

"As a human resources (HR) manager, I need to document the progress of a candidate's submission so I can manage the candidate's application throughout the recruiting process."

What is one definition of done for this user story?

- A. ☐ The Candidate Status field can be updated.
- B. ☐ The Candidate object has Edit access.
- C. ☐ The acceptance criteria has been approved.

C

☐ Mark this item for later review.



< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:10:07

11 of 65. 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. ☒ Include the operations team during discovery.
- B. ☐ Proceed with the sales team's project as planned.
- C. ☐ Start project work for the operations team.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:09:57

12 of 65. Cloud Kicks leadership wants to use custom code for functionality that can easily be created declaratively in Sales Cloud. The business analyst (BA) has been asked to advise leadership on how these approaches impact their solution options.

What is one of the BA's strongest arguments for using configuration over code?

- A. ☐ Configuration allows for any level of complexity.
- B. ☐ Configuration leverages multiple programming languages.
- C. ☐ Configuration provides faster speed to market.

A

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:09:47

13 of 65. 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. ☐ Annotated process flows with modifications to an existing process
- B. ☒ Detailed user stories with technical documentation about the existing process
- C. ☐ Collected pain points from people who follow the existing process

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:09:40

14 of 65. Universal Containers is transitioning to Slack as its internal communication tool and is ready to release.

What is the final step that a business analyst should perform during the user acceptance testing process that would ensure a "go" decision?

- A. ☐ Complete development on bugs discovered during this phase.
- B. ☐ Get written sign-off from all business stakeholders.
- C. ☐ Conduct a final retrospective meeting with the project team.

B

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:09:29

15 of 65. 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. ☐ 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.
- B. ☐ 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.
- 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.

☐ Mark this item for later review.

[< Back](#)[Next >](#)[Review All](#)[Submit Exam](#)

Salesforce Certified Business Analyst

Time Remaining : 01:09:20

16 of 65. The Salesforce project team at Cloud Kicks is about to start a project that crosses sales and service teams. The business analyst (BA) has been tasked with writing user stories with the teams in a workshop.

What should the BA keep in mind during the process?

- A. ☐ User stories specify which technical components are impacted.
- B. ☐ User stories are fixed upon stakeholder approval.
- C. ☒ User stories encourage iterative development.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:09:09

- 17 of 65.** Sales managers at Northern Trail Outfitters (NTO) have received feedback from sales reps that record pages are slow and often take longer to load when using the app on the phone. The business analyst (BA) has been asked to evaluate NTO's org to find out which pages are the slowest to load when using the app on the phone.

What is the first step the BA should take to help resolve the issue?

- A. ☐ Create a new page layout for the phone.
- B. ☐ Use performance analyzer to view the assessment.
- C. ☒ Confirm steps to reproduce the issue.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:09:00

18 of 65. 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

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:08:50

19 of 65. Universal Containers just rolled out a new sales methodology and process. A month after the initial training, the manager has noticed some reps have a large number of overdue tasks. The manager is unsure if it's a learning curve or a system issue and has asked the business analyst (BA) to determine the cause and recommend a solution.

Which method should the BA use to start collecting data?

- A. ☐ Brainstorming and prototyping
- B. ☐ Focus groups and workshops
- C. ☒ Observation and interviewing

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:08:41

20 of 65. The sales teams at Universal Containers (UC) want to add a custom field to a page layout. The IT manager reminds the business analyst (BA) that UC uses the Application Lifecycle Management (ALM) process. The addition of the custom field and subsequent release to everyone in the organization must follow this process.

What is the first step in the ALM process that should be taken?

- A. ☐ Obtain a change order from the customer.
- B. ☒ Gather requirements and analyze them.
- C. ☐ Add a custom field to a page layout in a sandbox.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:08:30

21 of 65. A business analyst is using storytelling to communicate the vision for a Salesforce solution to business stakeholders.

Which storytelling technique should the BA use in their initial demo of a solution to business stakeholders?

- A. ☐ Give a perspective from a relatable persona that shows the development team can solve their business challenges.
- B. ☐ Highlight a perspective from testing feedback that identifies bugs and pain points in their business challenges.
- C. ☐ Describe a perspective from the business requirements document that addresses architectural concerns based on their business challenges.

A

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:08:22

22 of 65. 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, user stories, and final go live date
- B. ☐ Test cases to implement, individual test case functionality, and final go live date
- C. ☐ Functional requirements, individual test case functionality, and final go live date

B

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:08:11

23 of 65. 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. ☐ Create one consolidated set of documentation as the two terms are synonymous and used interchangeably.
- B. ☐ Include the overall perspective for acceptance criteria and the persona's perspective for definition of done.
- C. ☒ Include the persona's perspective for acceptance criteria and the overall perspective for definition of done.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:08:00

24 of 65. Cloud Kicks (CK) wants its sales team to use Sales Cloud to decrease its lead conversion time. The business analyst (BA) will analyze and break down CK's typical sales cycle.

How can process mapping help the BA get started on this project?

- A. ☐ It can display complex ideas in a consistent format, highlight blockers and impediments to help stakeholders quickly assess issues in the sales cycle, and see the project timeline at a glance.
- B. ☒ It can show the relationship between the steps and actions in the sales cycle to communicate and understand the current state, and to identify areas for improvement.
- C. ☐ It can model changes in the current customer experience, analyze each change's potential for impact, and help visualize potential improvements in the sales cycle in advance of the solution design.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:07:40

25 of 65. Cloud Kicks has decided to implement a case management process through Service Cloud. A business analyst (BA) has been tasked with writing requirements for this new feature.

Which process should the BA follow to draft and finalize the requirements?

- A. ☐
 1. Review information from the discovery.
 2. Ask clarifying questions.
 3. Draft requirements.
 4. Share requirements with the technical team so they can begin building.
 5. Create user acceptance criteria and test cases.
- B. ☐
 1. Review information from the discovery.
 2. Draft requirements.
 3. Ask clarifying questions.
 4. Draft user stories.
 5. Share user stories with the technical team so they can begin building.
- C. ☒
 1. Review information from the discovery.
 2. Ask clarifying questions.
 3. Draft requirements.
 4. Refine and confirm requirements.
 5. Prioritize which requirements will be included in the minimum viable product.

☐ Mark this item for later review.

Salesforce Certified Business Analyst

Time Remaining : 01:07:19

26 of 65. 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 scheduled 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.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:07:10

27 of 65. The business analyst (BA) at Universal Containers has been capturing the requirements for a major Sales Cloud release. An admin has been deploying the resulting system changes. The quality assurance (QA) team has run into challenges when testing the changes. The BA is unaware of deployment and testing challenges.

What should the BA do to resolve these challenges with the release team?

- A. ☐ Involve the stakeholders in the business requirements gathering sessions.
- B. ☒ Associate each set of metadata changes to the corresponding user story.
- C. ☐ Provide detailed test cases to validate the functional requirements.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:07:00

28 of 65. Universal Containers wants to integrate its Salesforce org with the largest online professional network so its sales reps can view information directly on Salesforce records. The business analyst will write acceptance criteria for this scenario.

What is an example of good acceptance criteria?

- A. ☐ A sales rep can view current information directly in the Lead and Contact records.
- B. ☐ A sales rep needs to have the CRM widget installed in the Lead and Contact Record Page Layout.
- C. ☒ Install a CRM widget to allow sales reps to view information in the Lead and Contact records.

☐ Mark this item for later review.



< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:06:50

29 of 65. 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.

B

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:06:39

30 of 65. 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. ☒ Prioritize requirements.
- C. ☐ Validate requirements.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:06:30

31 of 65. The Cloud Kicks business analyst (BA) is frustrated because the requirements tracking spreadsheet is often incomplete or out-of-sync for the Slack transition project. The development team has recommended that the BA use a DevOps tool as an alternative.

What are the benefits of using a DevOps tool in this situation?

- A. ☒ Tracks changes on a daily basis and provides a history of changes
- B. ☐ Tracks changes for the testing team and provides access to user stories
- C. ☐ Tracks changes in real time and provides a single source of truth

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:06:23

32 of 65. Northern Trail Outfitters is setting up a new team to support an implementation of Service Cloud and is considering which workflow to use.

In which scenario should the business analyst recommend Kanban?

- A. ☒ Work includes platform support requiring immediate outage handling.
- B. ☐ Work is generally project-based and can be broken into smaller pieces.
- C. ☐ Work is predictable but sometimes lacks sufficient planning.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:06:15

33 of 65. The business analyst (BA) at Universal Containers is meeting with business leaders to elicit and document functional requirements specifications related to its new Salesforce implementation. The BA will also document the functionality this system should provide so it can be developed into a work item.

What is the name of this documentation type?

- A. ☐ User story
- B. ☐ Use case
- C. ☒ Business analysis plan

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:05:51

- 34 of 65. Universal Containers is working with a business analyst (BA) to document its lead process. The BA learns that leads come through the main office phone line. The office administrator who answers the phone enters leads directly into Sales Cloud and saves them as new lead records.

How should the BA capture this first step using Universal Process Notation?

A. ☐



B. ☐

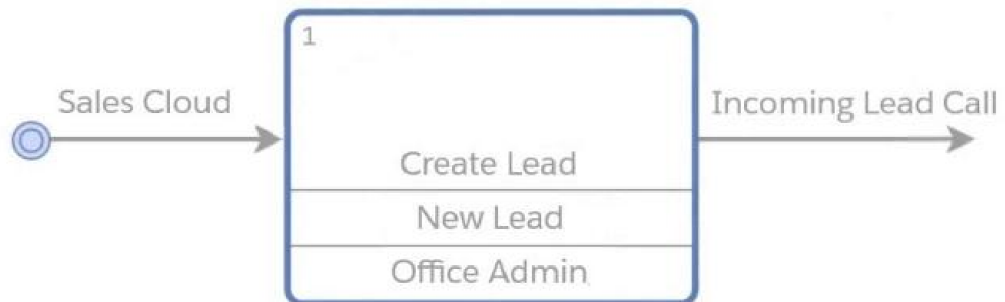
A

Incoming Lead Call

B. ☐



C. ☐



Salesforce Certified Business Analyst

Time Remaining : 01:04:45

35 of 65. A business analyst (BA) is preparing to demonstrate the functionality built by the development team over the last sprint to the client.

Which technique should the BA use to create a compelling demo?

- A. ☐ Functional - requirements, code/configuration, run as user
- B. ☐ STAR method - situation, task, action, result
- C. ☐ Storytelling - hero, challenge, helper, victory

B

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:04:36

36 of 65. A sales manager at Cloud Kicks recently learned about Salesforce Macros and believes service agents could benefit from the feature. The sales manager created the following user story: "As a service agent, I want Salesforce Macros to complete repetitive tasks faster."

What should the business analyst change to improve the user story?

- A. ☐ Change the user story to the sales manager persona.
- B. ☐ Replace the specific feature with a goal.
- C. ☐ Add a quantifiable reason why the feature is needed.

C

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:04:27

37 of 65. 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. ☒ 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.
- B. ☐ Limit participation in key project discovery, requirements, and solutioning meetings to leadership, and engage the larger team to answer questions directly related to their roles when needed.
- C. ☐ Encourage leadership to share their vision for the project, and ask the larger team to focus its feedback only on the key objectives, pain points, and requirements outlined by leaders.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:04:17

38 of 65. Universal Containers has planned an initiative to assess its Salesforce org to identify areas of risk and has asked the business analyst (BA) to provide an analysis of its current state. The BA will utilize Salesforce Optimizer for the assessment.

How should the BA use the output from the tool?

- A. ☐ Understand the project scope.
- B. ☒ Verify Lightning page loading time.
- C. ☐ Identify top project priorities.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:04:10

39 of 65. Northern Trail Outfitters is updating its customer portal built on Experience Cloud. The team has drafted a user story:

"As a customer, I want to be able to chat with a support agent and view my account, see my orders, and ask questions via the customer portal."

What should a business analyst do to improve this user story?

- A. ☐ Estimate how long it will take the technical team to complete the story.
- B. ☐ Include specific information about potential Salesforce solutions.
- C. ☒ Adjust the goal of the user story to be independent.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:04:03

40 of 65. The delivery team at Cloud Kicks has just conducted a successful sprint demo showcasing a new sales dashboard. However, the marketing team is unhappy because the new lead automation they requested was missing from the deliverables and an important new marketing campaign is starting the next day.

What did the business analyst fail to do during sprint planning?

- A. ☐ Calculate the sprint capacity correctly
- B. ☐ Create a burndown list of sprint tasks
- C. ☐ Prioritize the sprint backlog with stakeholders

C

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:03:52

41 of 65. 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. ☐ Ask the stakeholder to focus on the onboarding process.
- B. ☒ Add the stakeholder's concerns to a "parking lot" for further discussion.
- C. ☐ Shift the conversation from onboarding to the stakeholder's concerns.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:03:43

42 of 65. After reviewing a technical demo, the Northern Trail Outfitters sales leadership team wants to make adjustments to the original requirements around Sales Cloud opportunity management.

What should the business analyst do to manage the requested changes?

- A. ☒ Update the change request log and draft a new user story.
- B. ☐ Update the gap analysis document and scope statement specification.
- C. ☐ Update the change management document and user acceptance testing plans.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:03:35

43 of 65. A business analyst (BA) is coordinating a User Acceptance Testing (UAT) session focused on Service Cloud enhancements.

Which resource is critical for the BA to include in UAT?

- A. ☐ Quality assurance testers
- B. ☐ Support agents
- C. ☐ System developers

B

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:03:27

44 of 65. The Salesforce development team is strictly following scrum to govern its releases. An executive trying to plan a vacation wants to know when work on the feature will begin so they can be available for additional implementation questions. After consulting with the product owner, the business analyst (BA) learns the team has decided to adopt Kanban instead for all future releases.

What should the BA tell the executive?

- A. ☒ Work will begin when capacity becomes available.
- B. ☐ Work will begin in the next sprint.
- C. ☐ Work will begin after executive approval is given.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:03:19

45 of 65. A business analyst (BA) is creating a business flowchart to review with a customer 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 in the business flowchart?

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

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:03:09

46 of 65. The business analyst (BA) implementing Salesforce at Cloud Kicks is interacting with many different people throughout the company. Some of the subject matter experts (SMEs) are difficult to engage, and the BA is struggling to get the information they need.

What should the BA do when they find it difficult to get a response?

- A. ☐ Put extra effort into following up with the SMEs.
- B. ☐ Limit effort to contact the unresponsive SMEs.
- C. ☐ Escalate the concern to the SMEs' manager.

C

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:03:02

47 of 65. 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. ☐ Ask the project manager for an additional resource to implement the new requests.
- B. ☐ Interpret the requests as guidelines to be used when determining priorities for the upcoming release.
- C. ☐ Focus on the agreed upon deliverables instead of the new requests to prevent overallocation of resources.

B

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:02:52

48 of 65. The business analyst (BA) is preparing for user acceptance testing (UAT) for Northern Trail Outfitters' new Service Cloud implementation. The BA secured the sandbox for the testing environment, wrote test cases, and created a process to track and manage reported bugs.

Which additional step is required during the UAT planning process?

- A. ☒ Identify power users.
- B. ☐ Gather business requirements.
- C. ☐ Schedule deployment.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:02:45

49 of 65. The Cloud Kicks admin is getting ready to release a record-triggered flow that auto-generates Renewal Opportunity records with related Order Line Items once an Opportunity is Closed/Won for a sales team user story.

During user acceptance testing, what should the business analyst do to ensure the solution fulfills the needs of the sales team?

- A. ☐ Collaborate with the admin and a power user to test the flow for scalability, robustness, and maintainability in a sandbox.
- B. ☐ Draft a list of test cases and scripts and choose "Run flow as another user" to debug the flow as a sales team user to identify and fix bugs.
- C. ☒ Choose subject matter experts as testers and prepare a sandbox with quality test data, test cases, and scripts that match real-world scenarios.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:02:39

50 of 65. 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. ☐ Shows tangible impact from changes to processes
- B. ☒ Compares processes against CK's closest competitors
- C. ☐ Proves processes are out of date and require a new solution

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:02:35

51 of 65. Which method should a business analyst use to show current state business flows in Salesforce?

- A. ☐ Storyboarding
- B. ☐ Entity Relationship Diagramming
- C. ☒ Universal Process Notation

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:02:29

52 of 65. Northern Trail Outfitters (NTO) is working with an implementation partner to transform its customer support team with Service Cloud. A new business analyst (BA) who is a replacement from the partner was introduced to NTO stakeholders during the discovery phase of the project. The new BA is still getting to know each of the stakeholders when they start the requirements workshop. The BA asks a stakeholder a discovery question and they seem irritated.

What should the BA do to build trust with the stakeholder as the project continues?

- A. ☐ Reset project expectations at the next meeting with the stakeholder.
- B. ☒ Set up a casual meeting to create a personal connection with the stakeholder.
- C. ☐ Ask an executive sponsor to address the stakeholder's concerns.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:02:21

53 of 65. The business analyst (BA) at Northern Trail Outfitters is assigned to a project to help revamp its Experience Cloud implementation.

When assessing the existing process, which type of diagram should the BA use to identify waste within and between processes?

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

C

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:02:13

54 of 65. Northern Trail Outfitters (NTO) has acquired a competitor. The agreement is to migrate the acquired company into NTO'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, determine company culture, evaluate processes and user experiences, interview stakeholders, and add improvements to the integration roadmap.
- B. ☐ Understand business objectives, define the intention and audience, conduct user experience research, analyze the research results, and design an improved new user experience.
- C. ☒ Understand business objectives, define the intention and audience, lead a journey mapping workshop, find opportunities for improvement, and update the journey map.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:02:02

55 of 65. 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. ☒ Hold a kickoff meeting to set expectations with the project team.
- B. ☐ Manage project integrations with the technical team.
- C. ☐ Discuss project trade-offs with the executive sponsor.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:01:54

56 of 65. A business analyst (BA) at Universal Containers is conducting discovery sessions for implementing Experience Cloud. The key stakeholders have been assembled. The user stories have been written.

What should the BA do next?

- A. ☒ Define the acceptance criteria.
- B. ☐ Plan the sprint schedule.
- C. ☐ Write the test scripts.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:01:46

57 of 65. 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. ☒ Version control
- B. ☐ Business backlog
- C. ☐ Communication template

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:01:40

58 of 65. Universal Containers recently launched a solution that leverages Service Cloud for its North America (NA) customer support team. Planning has started for the second phase of the project which will expand the solution to include the Asia Pacific (APAC) customer support team. The APAC leadership team has indicated that its processes are similar to the NA team. The APAC team wants to see the high-level process areas that were used for the NA team so it can scope the key priorities for the overall business. The business analyst (BA) has scheduled a meeting with the APAC team.

Which action should the BA take during the meeting?

- A. ☐ Share individual user stories from the NA implementation.
- B. ☐ Demo the end-to-end solution from the NA implementation.
- C. ☐ Review the capability model from the NA implementation.

☐ Mark this item for later review.

B

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:01:31

59 of 65. A new business analyst (BA) wants to follow the correct order of phases in the implementation lifecycle on a Salesforce project.

How should the BA approach the project?

- A. ☐ Analyze, operate, build, deliver
- B. ☐ Analyze, build, operate, deliver
- C. ☒ Analyze, build, deliver, operate

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:01:24

60 of 65. 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 returns 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

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:01:12

61 of 65. 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

Which path should the BA take to find this information?

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

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:01:01

62 of 65. 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. ☐ Observation
- C. ☐ Brainstorming

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:00:53

63 of 65. During the discovery phase of a Salesforce project, which types of analyses should a business analyst typically perform?

- A. ☐ Technical, Stakeholder, Enterprise
- B. ☐ Financial, Technical, Operational
- C. ☒ Enterprise, Strategy, Stakeholder

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:00:45

64 of 65. 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. ☐ Ask the stakeholder to demo their solution to the project team.
- B. ☒ Gather requirements and then note the proposed solution.
- C. ☐ Implement the solution now to save time in the planning phase.

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam

Salesforce Certified Business Analyst

Time Remaining : 01:00:35

65 of 65. The customer service director at Universal Containers wants a self-service portal for customers using Experience Cloud. The director has a limited budget and wants the solution delivered before the end of the quarter.

After assessing several potential options, which solution should the business analyst recommend?

- A. ☐ The solution with the highest business value
- B. ☐ The solution with the lowest cost
- C. ☐ The solution with the fastest implementation time

A

☐ Mark this item for later review.

< Back

Next >

Review All

Submit Exam