

31 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. ☒ Capture decision steps and different outcomes.
- C. ☐ Illustrate which fields are integrated with an external system.

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

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

32 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. ☐ Requirements
- B. ☐ Epics
- C. ☒ User stories

- 36 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. ☐ 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. ☒ 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.
- C. ☐ 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.

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

35 of 65. 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. ☐ Actionable, Concise, Testable, Solution-oriented, Defined
- B. ☐ Clear, Direct, Concise, Cross Functional, Configurable
- C. ☒ Independent, Negotiable, Valuable, Estimable, Small, Testable

39 of 65. A business analyst is working with a new customer on a Sales Cloud implementation. The executive sponsor for the project is new to the company and their role as VP. The sponsor has inherited functional requirements from the previous VP that were gathered 9 months ago. The project start date has yet to be defined. The sponsor wants to use the inherited requirements in lieu of a traditional discovery process.

What is the largest risk with this approach?

- A. ☐ The previous VP's requirements may differ from those of the new executive.
- B. ☒ The previous VP's requirements fail to meet current formatting standards.
- C. ☐ The previous VP's requirements are outside of the Salesforce framework.

- 40 of 65.** 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. ☐ Move the deployment date out so the teams have more time to work.
- B. ☒ Review the user stories to ensure they are small, testable, and valuable.
- C. ☐ Create a SWOT (Strength, Weakness, Opportunity, Threat) analysis to understand why development and testing took more time.

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

42 of 65. The project team at Universal Containers has started to review the existing Salesforce manufacturing solution that has low adoption and a variety of customizations including custom objects, custom fields, renamed standard objects, and renamed standard fields.

What should the business analyst recommend to the project team to increase understanding when documenting requirements, processes, and potential solutions?

- A. ☐ Use Salesforce terminology and language.
- B. ☐ Use customer terminology and language.
- C. ☒ Use industry terminology and language.

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

- 41 of 65.** A business analyst captures the following acceptance criteria for a user story about case reassignment in Service Cloud.
- A service manager can click a Reassign button that changes the owner field of the case.
 - A service manager is able to reassign cases as part of the mobile experience.
 - Reassignment functionality can be used on cases that have been auto-reassigned.
 - Service reps are unable to reassign cases.

Which mistake was made?

- A. ☐ The criteria are aligned with the user's goal.
- B. ☒ The criteria include solution information.
- C. ☐ The criteria are small and testable.

45 of 65. Cloud Kicks is creating a new lead conversion process in Sales Cloud. During a recent sprint, the business analyst created user stories related to the Opportunity object. Test scripts were created for the lead conversion process. All of the test scripts passed and the new functionality was deployed. After deployment, end users reported error messages when manually creating new Opportunities.

Which area of user acceptance testing (UAT) was overlooked?

- A. ☐ Functionality on interconnected objects should be part of UAT.
- B. ☐ Several teams should be part of UAT to represent multiple viewpoints.
- C. ☒ End users who are experts in that functionality should participate in UAT.

- 46 of 65.** Cloud Kicks is a rapidly growing company and has just expanded its team to include a business analyst (BA). The IT director has asked the BA to use Application Lifecycle Management (ALM) for all Salesforce development projects.

Which step of the ALM cycle requires the BA to study current business processes, gather requirements, and analyze them?

- A. ☐ Build
- B. ☒ Plan
- C. ☐ Test

- 44 of 65.** Universal Containers has several independent Salesforce projects this quarter involving shared objects and a complex deployment process managed by a DevOps team. While smoke testing the shared user acceptance testing (UAT) environment, the business analyst (BA) noticed that one of the minor changes to the Account page layout for the project is missing. The client is eager to begin its UAT.

What should the BA do to address the issue?

- A. ☐ Ask the project manager to reschedule UAT until after the defect is resolved.
- B. ☐ Make the page layout change directly in UAT so the client can begin testing.
- C. ☒ Log a defect for the page layout change and discuss it with the DevOps team.

- 48 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. ☐ 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.
- B. ☐ Collaborate with the admin and a power user to test the flow for scalability, robustness, and maintainability in a sandbox.
- C. ☒ Choose subject matter experts as testers and prepare a sandbox with quality test data, test cases, and scripts that match real-world scenarios.

49 of 65. Universal Containers (UC) is working with an implementation partner to help it optimize Salesforce. A new business analyst (BA) from the partner was introduced to UC stakeholders a few weeks into the project. The BA is getting to know each of the stakeholders by their roles and contributions. However, the BA had one misstep and is slightly embarrassed.

What should the BA do to build trust with the stakeholders?

- A. ☐ Ask their supervisor for help immediately.
- B. ☒ Be vulnerable and own their mistake.
- C. ☐ Promise to work harder to avoid other mistakes.

47 of 65. Which type of process diagram should the business analyst use at the beginning of a Salesforce project to outline high-level process areas such as "Prospect to Contract"?

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

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

52 of 65. 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 off 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.

50 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

54 of 65. As a part of discovery, the business analyst (BA) at Universal Containers is trying to understand how Salesforce was implemented.

What should the BA utilize to help uncover any technical constraints or potential problems in a Salesforce implementation?

- A. ☐ Setup Audit Trail
- B. ☒ Salesforce Optimizer
- C. ☐ Reports and Dashboards

55 of 65. The business analyst (BA) at Universal Containers has met with stakeholders and is using the waterfall methodology to capture requirements for Sales Cloud enhancements for a future product release.

What is the next step for the BA to take before build can begin?

- A. ☐ Define the minimal viable product.
- B. ☒ Get approval and signoff on the requirements.
- C. ☐ Schedule sprint planning meetings.

- 53 of 65.** The business analyst (BA) at Cloud Kicks has been interviewing customer service team members who use Service Cloud to understand the steps they take to complete their daily work. The BA is working on a solution to improve their productivity by identifying each step and documenting its purpose.

Which type of requirement documentation is the BA using in this scenario?

- A. ☐ Value stream mapping
- B. ☐ Data modeling
- C. ☒ Process mapping

57 of 65. 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 they can move forward, they need to understand the lifecycle and all of the related interactions that UC has with its customers.

Which type of session should the BA perform?

- A. ☐ Requirements Gathering
- B. ☐ User Acceptance Testing
- C. ☒ Journey Mapping

56 of 65. 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 impacts.

59 of 65. Universal Containers (UC) uses a Salesforce org. UC is merging with a sister company that uses a different CRM. The incoming sales team is reluctant to change to a different process. The business analyst (BA) has been asked to help reach consensus and drive adoption.

Which group is well positioned to help the BA secure alignment for the initiative?

- A. ☒ Power users and top sales earners
- B. ☐ Executive sponsors and sales leadership
- C. ☐ System admin and project manager

60 of 65. 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. ☐ Process map
- B. ☐ Capability model
- C. ☒ Value stream map

- 58 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. ☐ 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.
- B. ☒ 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.
- C. ☐ 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.

62 of 65. Universal Containers has a Salesforce Knowledge base solution; however, the support agents have indicated that the system has duplicate Knowledge articles. The agents have requested a feature that allows them to compare articles side-by-side and merge the articles. While researching solution options, the business analyst (BA) noticed an idea in the Salesforce IdeaExchange that directly addresses this requirement. The idea is in beta testing and will be generally available in the next release.

What should the BA suggest?

- A. ☒ Ask the support manager to wait until the idea is released.
- B. ☐ Ask the development team to build a custom solution based on the idea.
- C. ☐ Ask the Salesforce Account Executive to release the idea early.

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

- 61 of 65.** The business analyst (BA) at Northern Trail Outfitters (NTO) has gathered preliminary functional requirements for an upcoming Salesforce implementation project. Before translating these requirements into user stories, the BA wants to gain additional perspective, feedback, and detail on the requirements from the NTO team.

Which document should help the BA gather this information?

- A. ☐ Current state analysis
- B. ☒ Stakeholder analysis
- C. ☐ Business analysis plan

65 of 65. 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 summarize the overall ask and determine what is in scope
- B. ☐ To identify acceptance criteria with pass/fail indicators
- C. ☐ To ensure what was originally requested is being delivered

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- 1 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. ☐ User Acceptance Test plan
- B. ☐ Business analysis plan
- C. ☒ Release plan

☐ Mark this item for later review.

64 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. ☐ Brainstorming
- B. ☒ Prototyping
- C. ☐ Observation

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

- 4 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.

- 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

6 of 65. 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. ☐ Create new reports and dashboards.
- B. ☐ Configure stages in Salesforce.
- C. ☒ Understand the current business process.

7 of 65. The business analyst (BA) at Cloud Kicks (CK) has been tasked with optimizing CK's lead process. In the weekly sales meeting, the BA outlines the project and asks for input. A new entry-level employee reaches out multiple times with ideas and suggestions for improvements.

What should the BA do when responding to the new employee's input?

- A. ☒ Acknowledge the new employee's ideas while making extra effort to reach out to stakeholders who have more industry experience and knowledge.
- B. ☐ Send a detailed survey to the entire sales team, including the new employee, to understand their needs, expectations, and priorities.
- C. ☐ Schedule a one-on-one meeting with the new employee to get an alternative perspective from a beginner's mind.

5 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. ☐ Demo prototype
- B. ☐ One-on-one meetings
- C. ☒ Virtual whiteboarding

- 9 of 65.** A business analyst (BA) at Universal Containers had a meeting with sales and service reps to gather requirements around contact management for a new Salesforce implementation. A sales rep wants a place to capture the names of the contact's spouse and children to help build the relationship. The BA writes the following user story:

"As a user, I need to be able to record a contact's title and role as separate data points so I know who to address for various needs of the account."

Who should be listed as the persona?

- A. ☐ Contact
- B. ☐ Service rep
- C. ☒ Sales rep

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

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

12 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.

10 of 65. 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 pivot and complete the work immediately.
- B. ☐ Ask the team to commit to the work for the next sprint.
- C. ☒ Ask the team to reprioritize the backlog and work on the item at the top.

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

15 of 65. The business analyst (BA) at Universal Containers needs to gather information for their project including the steps a user takes to accomplish a goal, challenges a user faces, people the user interacts with, applications they use to complete the steps, and their level of morale as they move through the process.

Which elicitation technique should the BA use?

- A. ☐ Survey/Questionnaire
- B. ☐ Focus Groups
- C. ☒ Journey Mapping

- 13 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. ☐ Shift the conversation from onboarding to the stakeholder's concerns.
- C. ☒ Add the stakeholder's concerns to a "parking lot" for further discussion.

☐ Mark this item for later review.

17 of 65. 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. ☐ Functional requirements specification
- B. ☐ System requirements specification
- C. ☒ Scope statement specification

16 of 65. 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. ☐ Conduct interviews with stakeholders in the order management and fulfillment departments to identify individual pain points and brainstorm process improvement solutions.
- B. ☒ 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.
- 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.

- 19 of 65.** 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. ☐ System downtime
- C. ☐ Scalability

20 of 65. 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 too 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.

18 of 65. Northern Trail Outfitters (NTO) is undergoing a Salesforce implementation for Service Cloud. The business analyst is currently working with the development team as they build features in the sandbox. NTO wants to test these features before the changes are deployed to the production environment.

As part of the Application Lifecycle Management (ALM) process, which three development models does Salesforce support?

- A. ☐ Salesforce DX, Flow Builder, Rapid Application Development
- B. ☒ Change Set Development, Org Development, Package Development
- C. ☐ Rapid Application Development, Org Development, Package Development

21 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. ☐ Communication template
- C. ☐ Business backlog

21 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.

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

23 of 65. Universal Containers recently kicked off a project to build an Experience Cloud solution for partners. Partners need to upload their monthly sales reports to this account portal.

Which option should the business analyst use as the functional requirement specification?

- A. ☒ The portal should allow for partners to upload monthly sales reports.
- B. ☐ The portal should allow for partners to access monthly sales reports.
- C. ☐ Partners need to submit monthly sales reports.

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

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

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

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

27 of 65. 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 saves time when prioritizing and implementing functionality.
- B. ☒ It helps testers determine the most efficient way to validate solutions.
- C. ☐ It defines technical specifications early in the process.

25 of 65. 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

29 of 65. Universal Containers has asked a business analyst (BA) to assist the sales management team with a request for a new picklist field called "Lost Reason" on the Opportunity object with the goal of improving pipeline reports. After mapping the managers to the sales leader persona and obtaining feedback from them, the BA has discovered that the managers want to better understand Closed/Lost Opportunities so they can help sales teams close more deals.

Which option should the BA use to construct the user story?

- A. ☐ As a sales team member, I need additional enablement training and reporting information to help me improve close rates.
- B. ☒ As a sales leader, I need a new "Closed/Lost Reason" picklist field on Opportunities and better reports to help the sales team improve close rates.
- C. ☐ As a sales leader, I want to see more details on Closed/Lost Opportunities so I can help the sales team improve close rates.

- 28 of 65.** Cloud Kicks (CK) recently decided to transition its business from spreadsheets to a Salesforce solution. CK leaders are excited about the capabilities of Salesforce. Each leader has different ideas about how the platform should be implemented. CK has hired a business analyst (BA) to help define and manage the implementation.

What should the BA do in the first discovery meeting with stakeholders?

- A. ☒ Collaborate with stakeholders to examine and define CK's purpose, customers, metrics, and overall business to inform project direction and vision.
- B. ☐ Preview potential Salesforce solutions and collect feedback from stakeholders on each option to inform the direction of the project.
- C. ☐ Discuss and document specific pain points in existing processes to inform future project requirements.

30 of 65. A business analyst (BA) uncovered a number of issues communicated by stakeholders in a Sales Cloud discovery session.

Which issue should concern the BA most?

- A. ☐ The support organization still needs to be trained on how to use Sales Cloud.
- B. ☒ The previous implementation partner neglected to do a knowledge transfer of the final solution.
- C. ☐ The system admins note a fair amount of technical debt without having the time or expertise to address it.