

# CERTIFIED-BUSINESS-ANALYST<sup>Q&As</sup>

Salesforce Certified Business Analyst

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### QUESTION 1

Universal Containers is developing a new case management solution in Salesforce. The business analyst has started writing user stories to capture feature needs. One user story is: The customer care representative wants to take ownership of new cases and communicate with customers so they can provide high-touch customer experiences."

Which component of the user story is "provide high-touch customer experiences?"

- A. Where
- B. Why
- C. Assumption

Correct Answer: B

The component "provide high-touch customer experiences" is the why part of the user story because it describes the benefit or value that the customer care representative will get from taking ownership of new cases and communicating with customers. The who part of the user story is "the customer care representative" because it describes the user role or persona who will benefit from the feature or functionality. The what part of the user story is "to take ownership of new cases and communicate with customers" because it describes the feature or functionality that the customer care representative wants or needs. The where part of the user story is not included in this example because it is usually captured in other documents or artifacts, such as acceptance criteria or wireframes. The assumption part of the user story is not included in this example because it is usually captured in other documents or artifacts, such as risk register or issue log. References: 1 <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories>

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### QUESTION 2

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

Correct Answer: A

Support agents are critical for the BA to include in UAT because they are the end users of the Service Cloud enhancements and can validate whether the solution meets their needs and expectations. System developers and quality assurance testers are important for the development and testing phases, but they are not essential for UAT, which is focused on the business requirements and user feedback. References: Learn About User Acceptance Testing Unit, [User Acceptance Testing Strategies for Large Data Volume Scenarios], [Role of the BA in User Acceptance Testing]

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### QUESTION 3

A new employee at Universal Containers just sent the business analyst (BA) a Slack message with an attachment named User\_Stories\_v37\_final\_final\_final.docx.

Which best practice should the BA train the employee on first time?

- A. Use standard naming conventions.
- B. Use acceptance criteria to define success.
- C. Use a version control repository.

Correct Answer: A

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#### QUESTION 4

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

Which step should the BA take next?

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

Correct Answer: C

The next step that the business analyst should take is to review the user stories to ensure they are small, testable, and valuable. User stories are statements that capture a requirement or feature from an end user's perspective. They should be small enough to be completed within a sprint, testable enough to be verified by acceptance criteria, and valuable enough to deliver benefits or outcomes for end users. Reviewing user stories can help UC understand why development and testing took more time than expected, and how to improve them for future sprints. Creating a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to understand why development and testing took more time is not a good next step because it is a strategic tool that evaluates the internal and external factors affecting a project or initiative, not a tactical tool that evaluates the quality or effectiveness of user stories. Moving the deployment date out so the teams have more time to work is not a good next step because it does not address the root cause of why development and testing took more time, and it may affect the project scope or budget.

References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories> <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-acceptance>

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#### QUESTION 5

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

Correct Answer: A

This answer states that gathering requirements and analyzing them is the first step in the Application Lifecycle Management (ALM) process that should be taken for adding a custom field to a page layout in a sandbox for Universal Containers.

ALM is a framework that defines and manages the stages involved in developing, testing, deploying, and maintaining a software application. ALM typically consists of these steps: gather requirements and analyze them, design and build

solutions, test solutions, deploy solutions, and maintain solutions. Gathering requirements and analyzing them means that the BA identifies and understands the business needs and expectations of the stakeholders or users, and defines what

the solution must do or have to meet them.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models>

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## QUESTION 6

After completing the most recent sprint, a key stakeholder reached out to the business analyst (BA) with some feedback about the Opportunity reporting functionality shown in the QA org during the sprint demo:

1.

The stakeholder was Impressed with how easy it was to create reports about their Opportunity data.

2.

The stakeholder noticed a misspelled column name in the Opportunity Funnel report.

3.

The stakeholder wants to add five additional fields to the Opportunity Funnel report.

Which actions should the BA take?

- A. Thank them for their feedback, update the misspelled column name in the QA org, and log an enhancement for the five additional fields.
- B. Thank them for their feedback, log a bug for the misspelled column name, and add the five new fields to the report in the QA org.
- C. Thank them for their feedback, log a bug for the misspelled column name, and log an enhancement for the five additional fields.

Correct Answer: C

According to the Salesforce Business Analyst Certification Prep, the business analyst's role in user acceptance is to facilitate the feedback loop between the development team and the business stakeholders. The BA should log any issues or change requests that are identified during the UAT sessions and prioritize them according to the project scope and timeline. A misspelled column name is a minor defect that should be logged as a bug and fixed before the release. Adding five additional fields to the report is a new requirement that should be logged as an enhancement and evaluated for the next sprint or release. The BA should thank the stakeholder for their feedback and communicate the status of their requests.

References: Salesforce Certified Business Analyst Exam Questions, Salesforce Business Analyst Certification Practice Quiz and Sample Questions, Explore User Acceptance Unit

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### QUESTION 7

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

Correct Answer: A

The three development models that Salesforce supports as part of Application Lifecycle Management (ALM) process are Change Set Development, Org Development, and Package Development. Change Set Development is a model that uses change sets to deploy metadata changes from one org to another org. Org Development is a model that uses scratch orgs to create and test metadata changes in isolated environments before deploying them to other orgs. Package Development is a model that uses unlocked packages to bundle and distribute metadata changes across orgs as modular applications. Rapid Application Development, Flow Builder, and Salesforce DX are not development models supported by Salesforce as part of ALM process. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-acceptance>  
<https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models>

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### QUESTION 8

The lead business analyst (BA) at Cloud Kicks is putting together user stories for the new sales process that will be implemented in Sales Cloud. The lead BA is advising junior BAs on how to construct a user story.

What should the lead BA tell the junior BAs to include in a user story?

- A. Include the V2MOM structure
- B. Include who, What, and why
- C. Include technical details

Correct Answer: B

The lead BA should tell the junior BAs to include who, what, and why in a user story. Who, what, and why are the essential elements of a user story that define who is requesting a feature or functionality (the user or persona), what they want to achieve or accomplish (the goal or value), and why they want it (the reason or benefit). A user story should include who, what, and why because it helps to: Clarify the scope, functionality, and quality of the user story Provide a basis for testing and validating the work done Ensure that it meets the user's needs and expectations The other options are either incorrect or irrelevant. Option A is incorrect because V2MOM is a structure that defines an organization's vision, values, methods, obstacles, and measures, not a user story. Option C is incorrect because technical details are not part of a user story, but rather part of acceptance criteria or design specifications. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories>

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### QUESTION 9

A business analyst (BA) at Universal Containers (UC) has been asked to improve the user experience (UX) of marketing employee who manages webinar data. The chief marketing officer (CMO) thinks the UX issues are related to standard Salesforce Campaign functionality that misaligns with UC's business requirements. The BA surveyed the marketing group about their pain points and was surprised to discover that their concerns differ from the CMO's theory about issues with the UX of Campaigns in Salesforce.

Which influencing style should the BA use when presenting their findings to the CMO and other stakeholders?

- A. Collaborative
- B. Assertive
- C. Analytical

Correct Answer: A

This answer states that using a collaborative influencing style is what the BA should use when presenting their findings to the CMO and other stakeholders after surveying the marketing group about their pain points and discovering that their concerns differ from the CMO's theory about issues with the UX of Campaigns in Salesforce. A collaborative influencing style is an approach that involves working with others to find a mutually beneficial solution or outcome. A collaborative influencing style can help the BA to present their findings to the CMO and other stakeholders by acknowledging their perspectives, sharing relevant data and insights, and seeking their input and feedback. A collaborative influencing style can also help the BA to build trust and rapport with the CMO and other stakeholders, and to facilitate a constructive dialogue and consensus among them. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforcebusiness-analyst-quick-look/use-stakeholder-engagement-skills>

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### QUESTION 10

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. Discuss and document specific pain points in existing processes to inform future project requirements.

C. Preview potential Salesforce solutions and collect feedback from stakeholders on each option to inform the direction of the project.

Correct Answer: A

The business analyst should do in the first discovery meeting with stakeholders is to collaborate with stakeholders to examine and define CK's purpose, customers, metrics, and overall business to inform project direction and vision. Discovery is a phase of a Salesforce project that aims to understand the current state of a business, identify its problems or needs, and define its goals or desired outcomes. In the first discovery meeting, the business analyst should work with stakeholders to establish a common understanding of CK's business context, such as its mission, vision, values, customers, competitors, performance indicators, etc. This can help the business analyst align stakeholders on a shared vision and strategy for the Salesforce implementation. Discussing and documenting specific pain points in existing processes may be part of discovery, but not in the first meeting. The business analyst should first understand the big picture of CK's business before diving into the details of its processes. Previewing potential Salesforce solutions and collecting feedback from stakeholders may be part of discovery, but not in the first meeting. The business analyst should first understand the problems or needs of CK's business before proposing any solutions.

References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery> <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders>

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#### QUESTION 11

Universal Containers wants to streamline a complex business process. The business analyst (BA) assigned to the Service Cloud project is creating a business process map of the existing process. The BA is having difficulty documenting the process because there is disagreement among the stakeholders about the steps that are being followed.

Which recommendation should the BA make to help the stakeholders reach agreement about the process?

- A. Refer to the Responsible, Accountable, Consulted, informed (RACI) chart to determine who is accountable.
- B. Focus on the inputs and outcomes of the current process
- C. Brainstorm ideas to make the process more efficient.

Correct Answer: B

This answer suggests focusing on the inputs and outcomes of the current process as a recommendation that the BA should make to help the stakeholders reach agreement about the process after creating a business process map of the existing process for streamlining a complex business process at Universal Containers. Inputs are the resources or information that are needed to start or perform a process. Outcomes are the results or outputs that are produced or delivered by a process. Focusing on the inputs and outcomes of the current process can help the BA to identify and align what is required and expected from each stakeholder involved in the process, and to resolve any discrepancies or conflicts among them. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business>

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#### QUESTION 12

The quality assurance (QA) team at Cloud Kicks is reviewing user stories to write test scripts. The QA team is having difficulty with a specific story where a modification to an existing flow is needed for a custom object. The QA team is unable to discern what needs to be tested as a result of the updated flow.



What should the business analyst review and revise to provide more clarity to the QA team?

- A. The who, what, and why of the user story
- B. The acceptance criteria of the user story
- C. The definition of done of the user story

Correct Answer: B

This answer states that the acceptance criteria of the user story is what the BA should review and revise to provide more clarity to the QA team who is having difficulty with a specific story where a modification to an existing flow is needed for a custom object at Cloud Kicks. Acceptance criteria are a set of conditions or tests that a user story must meet or pass in order to be considered done and ready for deployment or delivery. Reviewing and revising the acceptance criteria of the user story means that the BA checks and updates the acceptance criteria to make sure that they are clear, concise, consistent, and complete. Reviewing and revising the acceptance criteria of the user story is what the BA should do to provide more clarity to the QA team because it helps the QA team to understand what needs to be tested as a result of the updated flow, and how to verify or measure its success. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements>

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### QUESTION 13

The business analyst (BA) at Cloud Kicks is working on improving the company's Service Cloud deployment. The BA wants to leverage Universal Process Notation (UPN) to document the current process.

What is one benefit of using UPN in this scenario?

- A. Complex processes can be documented with 20 or more activity boxes.
- B. A single activity box can answer Who, What, When, Why, and How.
- C. Key parts of a process can be easily identified by using different shapes.

Correct Answer: B

One benefit of using UPN in this scenario is that a single activity box can answer Who, What, When, Why, and How. UPN is a notation system that helps to create simple and clear process maps using activity boxes and arrows. An activity box represents a step or task in a process, and contains five elements: Who (the role or actor who performs the task), What (the name or description of the task), When (the trigger or condition that initiates the task), Why (the purpose or goal of the task), and How (the method or tool used to perform the task). By using a single activity box to answer Who, What, When, Why, and How, UPN helps to provide a concise and comprehensive view of each step or task in a process, and avoid confusion or ambiguity. The other options are either incorrect or irrelevant. Option A is incorrect because UPN recommends using no more than 10 activity boxes per process map to avoid complexity and clutter. Option C is irrelevant because UPN does not use different shapes to represent key parts of a process, but rather uses different colors to indicate different levels of detail. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/understand-process-mapping>

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### QUESTION 14

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



Which step should the BA take next?

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

Correct Answer: B

The best practice for handling an urgent, high-priority change request in Scrum is to add it to the prioritized backlog for the next sprint. This way, the change request can be reviewed by the product owner and estimated by the development team before being added to a sprint. Adding a change request to an ongoing sprint would disrupt the planned scope and schedule of work. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/manage-change-requests> <https://www.scrum.org/resources/blog/how-handle-change-request-scrum>

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### QUESTION 15

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

Correct Answer: A

One thing that user stories help the business analyst do is encourage iterative development. Iterative development is an approach that breaks down a project into smaller cycles or iterations, each delivering a working piece of functionality or value to the user. User stories are well suited for iterative development because they are concise, focused, and prioritized based on user needs and value. User stories help to deliver features faster and more frequently, while allowing for feedback and changes along the way. References:

<https://trailhead.salesforce.com/content/learn/modules/user-story-creation/learn-about-user-stories>

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