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QUESTION 1

During a discovery session with several stakeholders from universal Container (UC) services team, the business analyst (BA) learned that UC recently implemented as Experience Site that allows customers to view Knowledge article and submit cases. The stakeholders have asked for suggestions to determine if the current solution is adding value to the business.

What should the BA recommend?

- A. Review the services team's goals, initiatives, strategies, and obstacles.
- B. Review the Einstein Article Recommendations feature in the services team's org.
- C. Review user stories on the services team's development backlog.

Correct Answer: A

Explanation: This answer states that reviewing the services team's goals, initiatives, strategies, and obstacles is what the BA should do to determine if the current solution of implementing an Experience Site that allows customers to view Knowledge articles and submit cases is adding value to UC's business. Goals are what the services team wants to achieve or accomplish in terms of business outcomes or benefits. Initiatives are what the services team plans to do or implement to achieve their goals. Strategies are how the services team executes or delivers their initiatives. Obstacles are what prevents or hinders the services team from achieving their goals, implementing their initiatives, or executing their strategies. Reviewing the services team's goals, initiatives, strategies, and obstacles means that the BA analyzes and documents these elements related to implementing an Experience Site that allows customers to view Knowledge articles and submit cases. Reviewing the services team's goals, initiatives, strategies, and obstacles is what the BA should do to determine if the current solution is adding value to UC's business because it helps the BA to measure and evaluate the performance and impact of the current solution against these elements. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills>

QUESTION 2

The business analyst (BA) at Northern Trail Outfitters is getting ready to kick off a new Service Cloud project with the retail division to turn on the Web-to-Case functionality. The BA wants to better understand business processes so they can accurately scope the project.

Which type of documentation should the BA utilize?

- A. Current state analysis
- B. Object models
- C. Use cases

Correct Answer: A

Explanation: The type of documentation that the business analyst should utilize to better understand business processes so they can accurately scope the project is current state analysis. Current state analysis is a technique that involves assessing and documenting how a business process or workflow is currently performed in an organization. Current state analysis helps to establish a baseline for measuring the current state of performance, identify pain points and opportunities for improvement, and align with the desired business outcomes. Current state analysis can be done using tools such as interviews, observations, surveys, or process maps. References:



<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping>

QUESTION 3

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

What should the BA focus on?

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

Correct Answer: C

Explanation: The business analyst should focus on scheduling an all-day collaboration workshop with both teams to resolve their differences. This will allow the teams to come to a common understanding of what a qualified lead is and how they can work together to improve the lead qualification process. Here are some additional details from Salesforce Certified Business Analyst documents and resources that support the answer: Mapping historical lead data from each team and building charts to highlight similarities is not likely to be effective in resolving the disconnect between the teams. This is because the teams may have different definitions of what a qualified lead is, and the data may not be able to resolve these differences. Evaluating the team's skills and experiences to determine how they can better align is not likely to be effective in resolving the disconnect between the teams. This is because the teams may have different definitions of what a qualified lead is, and the evaluation is not likely to change these definitions. Scheduling an all-day collaboration workshop with both teams to resolve their differences is the most likely to be effective in resolving the disconnect between the teams. This is because the workshop will allow the teams to come to a common understanding of what a qualified lead is and how they can work together to improve the lead qualification process. In conclusion, the business analyst should focus on scheduling an all-day collaboration workshop with both teams to resolve their differences. This will allow the teams to come to a common understanding of what a qualified lead is and how they can work together to improve the lead qualification process.

QUESTION 4

Cloud Kicks leadership wants to use custom code for functionality that can easily be created declaratively in Salesforce 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 leverages multiple programming languages.
- B. Configuration allows for any level of complexity.
- C. Configuration provides faster speed to market.

Correct Answer: B

Explanation: One of the BA's strongest arguments for using configuration over code is that configuration provides faster speed to market. Speed to market is the time it takes to deliver a product or service from conception to launch.



Speed to market is important for gaining competitive advantage, meeting customer demand, and maximizing revenue potential. Configuration provides faster speed to market than code because it allows for creating and modifying functionality in Salesforce without writing code or deploying changes. Configuration can be done by using point-and-click tools such as App Builder, Process Builder, Flow Builder, Lightning Web Components Builder, etc., which are easy to use and require less technical skills than coding. Configuration also reduces the risk of errors or bugs that may occur with code and require more testing or debugging time. References:

<https://trailhead.salesforce.com/en/content/learn/modules/businessanalysis-functional-requirements/evaluate-s>

QUESTION 5

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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