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### QUESTION 1

A business analyst (BA) at Universal Containers has been assigned to a Salesforce project that will have an impact on more than 5,000 office locations across the globe. The BA needs to identify the people who can describe the business problem and provide detailed requirements.

Which document should the BA use?

- A. RACI chart
- B. User stories
- C. Stakeholder analysis

Correct Answer: C

The document that the business analyst should use to identify the people who can describe the business problem and provide detailed requirements is stakeholder analysis. Stakeholder analysis is a technique that identifies and evaluates the people who have an interest in or influence on a project or initiative. It can help the business analyst understand who are the key stakeholders, what are their roles and responsibilities, what are their needs and expectations, how they communicate and collaborate, etc. A RACI chart is a document that defines and clarifies the roles and responsibilities of different stakeholders in relation to specific tasks or deliverables. It can help the business analyst manage stakeholder expectations and avoid confusion or conflicts. A user story is a document that captures a requirement or feature from an end user's perspective. It can help the business analyst communicate what needs to be done and why it matters.

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

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### QUESTION 2

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, build, deliver, operate
- C. Analyze, operate, build, deliver

Correct Answer: B

The correct order of phases in the implementation lifecycle on a Salesforce project is analyze, build, deliver, operate. In the analyze phase, the business analyst elicits requirements, maps business processes, and creates user stories. In the

build phase, the development team configures and customizes Salesforce based on the user stories. In the deliver phase, the solution is tested, validated, and deployed to production. In the operate phase, the solution is monitored,

maintained, and improved based on feedback and metrics.

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



started-with-salesforce-business-analyst-certification-prep

### QUESTION 3

Northern Trail Outfitters has a large Salesforce org with sales, marketing, and billing teams pushing for the development of a large number of items in the backlog.

Which management process should the business analyst suggest to help the teams align on their competing priorities?

- A. Integrated Definition for Process Description Capture Method (IDEF3)
- B. Vision, Values, Methods, Obstacles, and Measures (V2MOM)
- C. Business Process Modeling Notation (BPMN)

Correct Answer: B

The management process that the business analyst should suggest to help the teams align on their competing priorities is Vision, Values, Methods, Obstacles, and Measures (V2MOM). V2MOM is a framework that helps to define and communicate a shared vision and strategy for a project or organization. V2MOM stands for Vision (what you want to achieve), Values (what's important to you), Methods (how you will get it done), Obstacles (what might stand in your way), and Measures (how you will know when you're successful). V2MOM helps to align teams on their common goals and priorities, as well as track their progress and results. References:

<https://trailhead.salesforce.com/content/learn/modules/v2mom-align-your-vision-and-values/v2mom-introduction>

### QUESTION 4

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 5

Universal Containers wants the ability to fill out a survey based on customer feedback. The team is unable to visualize a possible solution in order to confirm the requirements.

Which elicitation technique should the business analyst use to help the team meet its goal?

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

Correct Answer: A

This answer recommends prototyping as an elicitation technique to help the team meet its goal of filling out a survey based on customer feedback. Prototyping is a technique that involves creating a mockup or a sample of a solution to demonstrate how it will look and function. Prototyping can help the BA validate requirements, solicit feedback, and refine the design of the solution.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-prototyping-to-validate-your-solution>

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### QUESTION 6

The business analyst (BA) at Cloud Kicks has been asked to map the current sales process in Sales Cloud to document legal compliance with local privacy regulations, which can differ based on the state or country of a data transaction.

Which activity would be most effective in helping the BA understand the sales process?

- A. Using live workshops to map out the sales process
- B. Asking stakeholders to complete a questionnaire
- C. Conducting individual interviews with stakeholders

Correct Answer: C



This answer suggests using live workshops to map out the sales process as the most effective activity for the BA to understand the sales process at CK. A live workshop is a collaborative session where the BA facilitates a group discussion with stakeholders or users to elicit information, generate ideas, or solve problems. A live workshop can help the BA map out the sales process by engaging participants in creating a visual representation of the process, identifying pain points and opportunities, and reaching a consensus on the current state. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-live-workshops-to-collaborate>

#### QUESTION 7

From where can an Admin unlock a user?

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

Correct Answer: B

An Admin can unlock a user from Users > Select user > Unlock. This is the standard way to unlock a user who has been locked out due to incorrect password attempts or other reasons. Setup > Locked Users > Unlock, Setup > Object Manager > Users > Select User > Unlock, and Users > Logins > Unlock Users are not valid ways to unlock a user in Salesforce. References: [https://help.salesforce.com/s/articleView?id=sf.users\\_unlock.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.users_unlock.htm&type=5)

#### QUESTION 8

An executive stakeholder at Northern Trail Outfitters (NTO) wants to explore automating NTO's Quote-to-Cash process and has asked the business analyst (BA) to pull together some high-level information on possible solutions.

Which type of document should the BA present to the stakeholders?

- A. A capability map detailing the functionality of Salesforce and AppExchange Quote-to-Cash products
- B. A SIPOC (Suppliers, Inputs, Process, Outputs, and Customers) map outlining the Quote-to-Cash process
- C. A business process map detailing the existing step-by-step Quote-to-Cash process

Correct Answer: A

This answer states that creating a capability map detailing the functionality of Salesforce and AppExchange Quote-to-Cash products is the type of document that the BA should present to the stakeholders who want to explore automating NTO's Quote-to-Cash process. A capability map is a diagram that shows what an organization does at a high level of abstraction, without going into details of how it does it. A capability map can help the BA to present to the stakeholders how Salesforce and AppExchange Quote-to-Cash products can support their business activities or functions related to generating quotes, contracts, orders, invoices, and payments. A capability map can also help the BA to align the potential solutions with the business goals and strategies of NTO. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business>

#### QUESTION 9



The business analyst is auditing data access by documenting Field-level Security on the Account object in Salesforce.

How do end users participate as stakeholders in data Governance?

- A. They export their data back it up locally.
- B. They implement their data entry workarounds in the system.
- C. They provide valuable feedback on how they use data.

Correct Answer: C

One way that end users participate as stakeholders in data governance is by providing valuable feedback on how they use data. Data governance is a set of policies and practices that ensure data quality, security, accessibility, usability, and compliance throughout an organization. End users are important stakeholders in data governance because they are the ones who create, consume, update, delete, or share data on a daily basis. End users can provide valuable feedback on how they use data for their tasks or goals, what data they need or don't need, what challenges or issues they face with data quality or availability, what suggestions they have for improving data processes or systems, etc.

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#### QUESTION 10

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

Correct Answer: A

The best way for a business analyst to build trust with stakeholders after making a mistake is to be vulnerable and own their mistake. This will show honesty, humility, accountability, and willingness to learn from errors. Promising to work harder to avoid other mistakes may sound defensive or unrealistic without acknowledging what went wrong or how to fix it. Asking their supervisor for help immediately may seem desperate or unprofessional without trying to resolve it first with stakeholders. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders>

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#### QUESTION 11

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. Business analysis plan



B. Use case

C. User story

Correct Answer: C

A user story is a type of documentation that describes what functionality a system should provide from a user's perspective. It is written in simple language that anyone can understand and follows a standard format of "As a [user role], I want [functionality], so that [benefit]". A user story helps to capture the user's needs and expectations from the system and provides a basis for developing test cases and acceptance criteria. A BA should use user stories to document the functionality that a system should provide so it can be developed into a work item. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories>

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## QUESTION 12

Northern Trail Outfitters is starting a project to implement Service Cloud for the customer service department.

Which activity should be handled by a business analyst assigned to this project?

A. Work with Salesforce to purchase the necessary licenses.

B. Manage existing Salesforce applications and activities.

C. Understand current business processes and document existing functionality.

Correct Answer: C

A business analyst assigned to a Service Cloud project should understand the current business processes and document the existing functionality of the customer service department. This will help them identify the gaps, pain points, and opportunities for improvement. Working with Salesforce to purchase the necessary licenses is a task for the project manager or sponsor. Managing existing Salesforce applications and activities is a task for the administrator or developer. 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/business-process-mapping>

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## QUESTION 13

Cloud Kicks has an existing implementation of Salesforce. A business analyst (BA) wants to understand details about the Salesforce environment:

1.

Custom apps

2.

Active Salesforce Sites

3.

Active flows

4.



Custom tabs

5.

Visualforce pages

A Which path should the BA take to find this information?

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

Correct Answer: A

The path that the business analyst should take to find information about custom apps, active Salesforce Sites, active flows, custom tabs, and Visualforce pages is to review configuration settings. Configuration settings are options or

preferences that can be customized or modified in Setup. They can help the business analyst understand how Salesforce was implemented and what features or components were enabled or disabled. Custom apps, active Salesforce Sites,

active flows, custom tabs, and Visualforce pages are examples of configuration settings that can be accessed or changed in Setup. Conducting stakeholder interviews may be a useful way to gather information about business needs,

expectations, or feedback, but not about technical details or configuration settings. Reading business process documentation may be a useful way to understand how a business process works or flows, but not about technical details or

configuration settings.

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/business-process-mapping>

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#### QUESTION 14

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 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

2.

Ask clarifying questions.

3.

Draft requirements.

4.

Refine and confirm requirements.

5.

Prioritize which requirements will be included in the minimum viable product.

Correct Answer: C

This answer states that following these steps is the process that the BA should follow to draft and finalize the requirements for implementing a new Service Cloud feature for Cloud Kicks. Reviewing information from the discovery means that the BA revisits the information or data that was collected during the discovery phase, such as business goals, stakeholder needs, pain points, opportunities, etc. Asking clarifying questions means that the BA seeks to understand and verify the information or data that was collected, and to resolve any ambiguities or conflicts among them. Drafting requirements means that the BA writes down the statements that describe what the solution must do or have to meet the business goals and stakeholder needs. Refining and confirming requirements means that the BA revises and validates the requirements with the stakeholders, and ensures that they are clear, concise, consistent, and complete. Prioritizing which requirements will be included in the minimum viable product means that the BA determines



which requirements are essential or desirable for delivering a solution that provides value to the stakeholders, and which requirements can be deferred or excluded from the scope. 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 15

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

Correct Answer: C

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