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QUESTION 1

Universal Containers is working to improve Salesforce adoption. Customer reps are utilizing many Salesforce features in the org, but sales reps are still relying on their personal spreadsheets. What should the business analyst do to better understand the sales reps process in order increase Salesforce adoption?

A. Host Focus group, conduct surveys, and shadow the sales reps to observe the tools they use and how the use them.

B. Run reports based on usage to see where the sales reps are spending the majority of their time in Salesforce.

C. Arrange for the sales reps to collaborate with customer service reps to learn service reps interact with Salesforce.

Correct Answer: A

QUESTION 2

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

QUESTION 3

Universal Containers has a Salesforce Knowledge base solution; however support agents have indicated that the system has duplicate knowledge articles. The agents have requested a feature that allows them to compare articles side-byside and merge the articles. While researching solution option, the business analyst (BA) noticed an idea in the Salesforce IdeaExchage that directly addresses this requirement. The idea is in beta testing and will 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 Salesforce Account Executive to release the idea early.

C. Ask the development team to build a custom solution based on the idea.

Correct Answer: A

QUESTION 4

The service Center at Universal Containers is deploying a new case management solution. Management has asked the

project team to prepare for end user training. The project team consists of an admin and a business analyst (BA). Which task should be assigned to the BA?

A. Conduct user training.

B. Create user training materials.

C. Set up users for training.

Correct Answer: B

QUESTION 5

Management at Cloud Kicks has asked a business analyst (BA) to gain alignment from a group of people to determine what is in scope and out of scope on a Salesforce project. Which group should the BA include early in the scoping process?

A. Personas

B. Stakeholders

C. Scrum team

Correct Answer: B

QUESTION 6

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. Communication template

B. Business backlog

C. Version control

Correct Answer: C

QUESTION 7

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 return 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

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C. A story using personas to illustrate potential solutions

Correct Answer: C

QUESTION 8

Cloud Kicks has completed the user acceptance testing (UAT) phase of a major update to Sales Cloud for its EMEA sales team. How should the business analyst help the EMEA sales team learn the new features?

A. Organize user groups by permission set and train each team.

B. Document key changes and gather feedback to update the backlog.

C. Build tooltips and discoverable content in the new console layouts.

Correct Answer: A

QUESTION 9

Of the following Locale Settings, select which one CANNOT be selected when creating a new user.

A. Time Zone

B. Language

C. Working Hours

D. Locale

Correct Answer: C

QUESTION 10

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. Observation and interviewing

C. focus groups and workshops

Correct Answer: B

QUESTION 11

Which step should a business analyst take to establish credibility and covert empathy with stakeholders during discovery sessions for a new Experience site?

A. Describe work with other companies that has solved similar problem.

B. Ensure the workshop schedule consider tome zone and language differences.

C. Reiterate the project objectives and the KPIs that will be tracked.

Correct Answer: A

QUESTION 12

A business analyst (BA) is compiling a list of subject matter experts to consult throughout the discovery for a new Service Cloud implementation.

What is the primary value of the BA speaking with customer service reps?

A. Validating current processes

B. Estimating the project cost

C. Building solution design consensus

Correct Answer: A

QUESTION 13

Support managers at Cloud Kicks have received urgent feedback from staff that record pages are slow to respond and users and growing frustrated. The business analyst (BA) has been asked to evaluate to determine which pages are being accessed most frequently and which pages are the slowest to load.

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

A. Update page layouts in production.

B. Create a test plan for each web browser.

C. Confirm steps to reproduce the issue.

Correct Answer: C

QUESTION 14

At Universal Containers, a business analyst (BA)r solution architect, lead developer, quality assurance lead, and other team members need access to user stories as part of the Agile lifecycle of enhancements to a Marketing Cloud integration project. What should the BA do to give all team members access and visibility to the most recent user stories as the project is in motion?

A. Define a common repository to hold all user stories and track changes over time.

B. Allow each team member to merge all user stories at the end of user acceptance testing.

C. Send emails to stakeholders with all of the changes to the user stories.

Correct Answer: A

QUESTION 15

Northern Trail Outfitters launched a new feature on its Experience Cloud site to allow customers to compare features of similar products ahead of the major promotional event of the year. The user acceptance testing (UAT) passed successfully; however, many customers complained of issues when accessing the site.

What did the business analyst overlook before recommending that the release go live?

A. The AT should have been performed with enough time to resolve bugs in the new feature,

B. The UAT should have been performed with both peak load and average load simulation.

C. The UAT should have been performed by customers who are familiar with the products.

Correct Answer: B

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