



Salesforce

Exam Questions Certified-Business-Analyst

Salesforce Certified Business Analyst Exam (SP22)

NEW QUESTION 1

Which tool is used to create reports, incorporate filters and select the Report Type?

- A. Data Loader
- B. Report Builder
- C. A csv file that will then get imported.
- D. Report Composer

Answer: B

NEW QUESTION 2

When creating a new User how can the Admin make sure a temporary password is generated?

- A. Select "Temporary Password and Confirmation Email Required"
- B. There are no temporary passwords available for setup of new users in Salesforce.
- C. Select "Generate Passwords and notify the user via email."
- D. This is a default feature, no setup required.

Answer: C

NEW QUESTION 3

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

Answer: B

NEW QUESTION 4

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

Answer: A

NEW QUESTION 5

Cloud Kicks has moved into the quality assurance (QA) phase of Salesforce product configuration and extension. The QA team is now trying to confirm it has delivered value to stakeholders based on business requirements. The team is asking questions such as, "Did we build the right product?" and "Did we build the product right?"

Which element should the business analyst use to help the QA team validate that the product fulfilled the requirements without ambiguity?

- A. Process maps
- B. User stories
- C. Acceptance criteria

Answer: C

NEW QUESTION 6

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. 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.
- C. 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.

Answer: C

NEW QUESTION 7

Cloud Kicks (CK) plans to establish a Center of Excellence (CoE).

How will CK benefit from using a CoE to define the long-term vision for its Salesforce org?

- A. CK will be better able to prioritize across teams and streamline processes.
- B. CK will get insights to current business processes.
- C. CK will develop a process to gather feedback from end users regularly.

Answer: A

NEW QUESTION 8

Universal Containers is developing a new recruitment app using Service Cloud. The project team has started writing user stories including:

"As a human resources (HR) manager, I need to document the progress of a candidate's submission so I can manage the candidate's application throughout the recruiting process."

What is one definition of done for this user story?

- A. The Candidate Status field can be updated.
- B. The acceptance criteria has been approved.
- C. The Candidate object has Edit access.

Answer: B

NEW QUESTION 9

Universal Containers is currently doing user acceptance testing for a global customer service project that leverages Service Cloud. A stakeholder is executing a test case for a specific user story. The stakeholder has provided this feedback:

- The functionality described in the test case is working as expected.
- The stakeholder wants to change the label of several fields described in the test case.
- The stakeholder wants to add two new fields that were excluded from the test case. Which step should the business analyst take next?

- A. Acknowledge the feedback, update the existing user story to include the field changes, and assign the user story back to the technical team for immediate development.
- B. Acknowledge the feedback, create a new test case that includes the field changes, and assign the test case back to the stakeholder for immediate testing.
- C. Acknowledge the feedback, create a new user Story that includes the field changes, and ask the stakeholder to update the existing test case to show it was successfully tested.

Answer: A

NEW QUESTION 10

A business analyst (BA) is working on a request from a sales leader at Universal Containers. The sales leader has noticed the quality of information on new leads has declined recently. After completing their initial research, the BA concludes that the Salesforce lead intake form needs to be updated to include only essential information. Since several sales teams use the intake form, the BA must get alignment from all of the groups.

How does whiteboarding help the BA collaborate with multiple stakeholders?

- A. It provides a script to follow with suggested questions and prompts, identifies exactly what each group needs in order to be successful, and the final version acts as the business requirements document.
- B. It builds a shared understanding of the current state, creates a space for everyone to contribute since the activity feels shared, and guides the conversation while maintaining engagement.
- C. It provides a single document in a central location for stakeholders to contribute, allowing each group to provide feedback on their own, instead of requiring everyone to meet and discuss together.

Answer: B

NEW QUESTION 10

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

- Custom apps
- Active Salesforce Sites
- Active flows
- Custom tabs
- 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

Answer: A

NEW QUESTION 12

Passwords CAN be reset using the Salesforce mobile app.

- A. TRUE
- B. FALSE

Answer: B

NEW QUESTION 16

The business analyst (BA) at Northern Trail Outfitters is writing user stories about a Case creation feature within Service Cloud for an upcoming sprint. This feature overlaps with another feature that is being developed in the current sprint. The BA is working with the technical team to identify metadata dependencies across features to prevent overwriting before the release.

What should the BA use?

- A. Setup Audit Trail
- B. Change Sets
- C. Version control

Answer: C

NEW QUESTION 21

The business analyst (BA) at Northern Trail Outfitters recently configured a feature on Opportunities for the sales team. The BA plans to gather feedback from a small group of end users before rolling out the feature to the entire company. What should the BA do to present this information?

- A. Share user stories about the feature.
- B. Demo the new feature.
- C. Create a feature manual.

Answer: B

NEW QUESTION 25

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

Answer: B

NEW QUESTION 26

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)

Answer: B

NEW QUESTION 30

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

Answer: A

NEW QUESTION 33

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

Answer: A

NEW QUESTION 36

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.

Answer: B

NEW QUESTION 37

A business analyst has been tasked with leading prototype efforts for a Salesforce project. What is a prototype?

- A. A model of a final proposed product
- B. A first pass, simple sketch of an idea

C. A polished, proven solution

Answer: B

NEW QUESTION 40

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

Answer: A

NEW QUESTION 45

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 carts 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 difference

Answer: C

NEW QUESTION 49

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. Capture decision steps and different outcomes. Illustrate which fields are integrated with an external system.
- B. Set limits to the scope that will be documented.

Answer: A

NEW QUESTION 52

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.

Answer: C

NEW QUESTION 55

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

Answer: B

NEW QUESTION 58

Universal Container wants to build a Salesforce application to manage its recruitment lifecycle. The project lead wants to identify the key recruitment steps and stakeholders in a visual format. What should the business analyst do to meet the requirement?

- A. Map the business process.
- B. Review department procedures and consult the org chart.
- C. Create an entity relationship diagram.

Answer: A

NEW QUESTION 63

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 gap analysis document and scope statement specification.
- B. Update the change request log and draft a new user story.

C. Update the change management document and user acceptance testing plans.

Answer: B

NEW QUESTION 65

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.

Answer: C

NEW QUESTION 69

The business analyst at Cloud Kicks is beginning to write user stories for its Salesforce implementation. Which three components should-be included when writing a user story?

- A. Who, what, why
- B. When, where, why
- C. Who, when, why

Answer: A

NEW QUESTION 73

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

Answer: B

NEW QUESTION 75

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 impact
- D. .

Answer: A

NEW QUESTION 80

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

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

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

Answer: B

NEW QUESTION 85

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
- C. A story using personas to illustrate potential solutions

Answer: C

NEW QUESTION 90

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 two 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.

Answer: A

NEW QUESTION 92

Is the following an Agile Principle: "Stick to a plan generated in the early stages of the process."

- A. Yes
- B. No

Answer: B

NEW QUESTION 95

The Sen/ice Center at Universal Containers (UC) uses Service Cloud and Experience Cloud to manage its customer case lifecycle. UC wants to limit the number of interactions a customer has during the lifecycle. The project leader has asked the business analyst (BA) to visually illustrate the lifecycle. Which document should the BA create?

- A. Journey Map
- B. Heat Map
- C. Process Map

Answer: C

NEW QUESTION 99

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. journey Mapping
- B. Survey /Questionnaire
- C. Focus Groups

Answer: A

NEW QUESTION 104

Support managers at Cloud Kicks have received urgent feedback from staff that record pages are slow to respond and users are 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.

Answer: C

NEW QUESTION 107

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. Scope statement specification
- B. Functional requirements specification
- C. System requirements specification

Answer: C

NEW QUESTION 111

True or False? Knowledge Users will be able to edit and create new Knowledge Articles from the Mobile App.

- A. TRUE
- B. FALSE

Answer: B

NEW QUESTION 113

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.

Answer: A

NEW QUESTION 117

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

Answer: A

NEW QUESTION 120

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

Answer: B

NEW QUESTION 125

Universal Containers is setting up a Salesforce email integration for the sales team. Through discovery conversations, the business analyst (BA) learns the operations team also needs email integration in the near future. What should the BA do next?

- A. Proceed with the sales team's project as planned.
- B. Start project work for the operations team.
- C. Include the operations team during discovery.

Answer: A

NEW QUESTION 129

After the first round of user acceptance testing for a Sales Cloud project, the business analyst discovered that a high number of test cases failed. What is a possible reason why the test cases failed?

- A. Missing test org access details
- B. Missing test result details
- C. Missing test script details

Answer: C

NEW QUESTION 133

A business analyst (BA) at Northern Trail Outfitters is mapping a workflow process to onboard a new user group to a Service Cloud implementation. Which level of detail should the BA use for the process map and why?

- A. Very detailed—It should be prescriptive for new users following an unfamiliar process.
- B. Somewhat detailed—Since the process will be repetitive, new users will learn and remember the details.
- C. Simple—A high-level overview of the process is sufficient to show a new user experience.

Answer: C

NEW QUESTION 138

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