Salesforce Certified Business Analyst Exam

1. Northern Trail Outfitters (NTO) has noticed that many customers are posting to social media about issues they are having with a new product. The services team is looking for easy ways to engage with these customers and resolve their complaints. During the first discovery meeting of the project, the business analyst (BA) hears that the VP of services and support wants to implement Omni-Channel for NTO's Service Cloud.

A. Configure a proof-of-concept demo within a sandbox environment to show the pros and cons of the requested solution.

B. Produce a gap analysis document that will show the ways the requested solution can solve the limitations of NTO's current system.

C. Encourage the project stakeholders to think of various ways to solve cases different before deciding on a specific solution.

Answer(s): C

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2. The business analyst (BA) at Northern Trail Outfitters needs to create a current state process map for a Service Cloud implementation with its retail division. The BA needs a simple diagramming notation for the process map that is applicable across all industries, provides context for metrics and management decisions, and supports regulatory considerations.

A. Business Process Modeling Notation (BPMN)

B. Universal Process Notation (UPN)

C. Unified Modeling Language (UML)

Answer(s): B

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3. Northern Trail Outfitters (NTO) wants to leverage the power of Sales Cloud to implement its lead to cash process. A business analyst (BA) is tasked with understanding NTO's current

processes, identifying areas of improvement, and communicating it effectively to stakeholders.

A. Process mapping

B. Business analysis plan

C. Change management

Answer(s): A

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

A. Validating current processes

B. Estimating the project cost

C. Building solution design consensus

Answer(s): A

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5. The Salesforce delivery team at Cloud Kicks consistently has user stories that developers start but are unable to complete during each sprint. During the most recent retrospective, the development team expressed that they are running out of time to complete the stories. The team used the INVEST checklist to diagnose why these stories are incomplete at the end of the sprint.

A. Negotiable

B. Valuable

C. Small

Answer(s): C

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6. The business analyst (BA) on the Salesforce development team at Northern Trail Outfitters is leading a requirements elicitation workshop about the process for onboarding new wholesale

partners. While whiteboarding the process, one stakeholder continuously interrupts and points out inefficiencies with invoicing and delivery processes.

A. Shift the conversation from onboarding to the stakeholder's concerns.

B. Ask the stakeholder to focus on the onboarding process.

C. Add the stakeholder's concerns to a "parking lot" for further discussion.

Answer(s): C

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7. The sales team at Universal Containers has concerns that the process for distributing new leads is too slow.

A. Ask the stakeholder to demo their solution to the project team.

B. Implement the solution now to save time in the planning phase.

C. Gather requirements and then note the proposal solution.

Answer(s): C

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8. The project manager for a new project at Northern Trail Outfitters (NTO) wants the business analyst (BA) to obtain alignment on goals and strategies across NTO's organization, using NTO's documentation, the BA begins to understand NTO's strategies but needs more information.

A. V2MOM (Vision. Values, Methods, Obstacles, Measures)

B. RACI (Responsible, Accountable, Consulted, Informed)

C. SMART (Specific, Measurable, Achievable, Relevant, Time-bound)

Answer(s): A

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

A. Review configuration settings.

B. Conduct stakeholder interviews.

C. Read business process documentation

Answer(s): A

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10. Cloud Kicks wants to assess the efficiency of its Sales Cloud solution to eliminate unnecessary steps and cut costs. A business analyst (BA) will give a presentation to executives to help them understand the current state and define the future state.

A. A business process model

B. A persona journey map

C. A collection of use cases

Answer(s): A

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11. A business analyst (BA) discovers that universal Containers automated case assignments in Service Cloud. UC uses case assignment rules to route cases to predefined team. The UC leadership team wants to improve how cases are routed.

A. Minimize case escalations to reduce time to resolution.

B. Migrate from case assignment riles to Omni-Channel.

C. Document the current case assignment process.

Answer(s): C

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12. A business analysis (BA) is creating a business flowchart to review with a customer service team that is using service team that is using Service Cloud. The team is organized by the products and the regions they support.

A. Capture decision steps and different outcomes.

B. Illustrate which fields are integrated with an external system.

C. Set limits to the scope that will be documented.

Answer(s): A

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13. Cloud Kicks is implementing cases to handle its growing volume of customer inquiries. The Business analyst (BA) on the implementation has 2 years of experience with Service Cloud. This is one of the user stories the BA wrote for the implementation:

A. The incorrect persona was used in the story.

B. The story included feature- specific language.

C. The story explained the value to the user.

Answer(s): A

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14. A business analyst at Universal Containers is converting a requirements document into user stories for upcoming Manufacturing Cloud deployment. The first requirement is "finance needs a time tracking sys containers." Which option best represents the "IF component of the INVEST checklist to make a good user story from this requirement?

A. As a finance user I want a Timesheet object implemented so I can accurately report on container profitability.

B. As a finance user, I want to know how long it takes to assemble a container so I can accurately report on container profitability.

C. As a finance user, I want an Assembly Time field on the container cost record so I can accurately report on container profitability.

Answer(s): B

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15. 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.

A. Share user stories about the feature.

B. Demo the new feature.

C. Create a feature manual.

Answer(s): B

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16. The customer service director at Universal Containers wants a self-service portal for customers using Experience Cloud. The director has a limited budget and wants the solution delivered before the end of the quarter.

A. The solution with the lowest cost

B. The solution with the fastest implementation time

C. The solution with the highest business value

Answer(s): C

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17. Universal Containers is in the planning phase of a Salesforce project that will transform its retail locations.

A. Persona analysis

B. Enterprise analysis

C. Stakeholder analysis

Answer(s): C

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18. A business analyst (BA) conducted a group workshop with stakeholders to understand and document in-scope business processes. The BA feels there are gaps between process steps.

A. Conduct elimination with stakeholders regarding their parts of the process.

B. Review the documentation to ensure that information gathered about the process is correct.

C. Using strategy analysis, define models of how gaps in the business process can be resolved.

Answer(s): C

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19. Universal Containers is in the discovery phase of a new Service Cloud project. The lead business analyst (BA) review user stories written by junior Bas. The lead BA discovers these user stories are missing details, as how case routing should work. The lead BA asks the junior Bas to make revisions based on the intended audience for the user stories.

A. End user and development team

B. Development and QA teams

C. Business user and QA team

Answer(s): B

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20. After reviewing a technical demo, the Northern Trail Outfitters sales leadership team wants to mate adjustments to the original requirements around Sales Cloud opportunity management.

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(s): B