

# DUMPS ARENA

## Salesforce Certified Business Analyst

Salesforce Certified-Business-Analyst

Version Demo

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**QUESTION NO: 1**

A sales manager at Universal Containers (UC) customized all of their list views on the Account object to include a new field. Although they have multiple list views. The sales manager prefers to keep the recently viewed list as their default list. When the manager realize they are unable to modify the recently viewed list, they reach out to UC's Salesforce team for help?

What are the next steps the business analyst should take?

- A. Recommend that the user submit a ticket related to the field creation.
- B. Research AppExchange solution that offer customization options.
- C. Document the desired outcome and research the impact of making a change.

**ANSWER: B****QUESTION NO: 2**

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.

**ANSWER: A****QUESTION NO: 3**

The Service 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: A**

**QUESTION NO: 4**

A business analyst (BA) is preparing for user acceptance testing for case management scenarios in Service Cloud.

What should the BA do to help prevent gaps from being discovered after go live?

- A. Focus more on happy path testing and less on edge case testing.
- B. Write test scripts that reflect real life and cover the requirements.
- C. Streamline testing by limiting the number of testers involved.

**ANSWER: B****QUESTION NO: 5**

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****QUESTION NO: 6**

Universal Containers is nearing the launch date for its new Salesforce Loyalty Management program. The business analyst (BA) has ensured the user acceptance testing (UAT) plan has the proper test scripts.

What is another important item the BA should look for in the UAT plan?

- A. Estimated cost
- B. Timelines
- C. Process maps

**ANSWER: B****QUESTION NO: 7**

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: C**

### QUESTION NO: 8

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.

Which document should the BA use for the presentation?

- A. A business process model
- B. A persona journey map
- C. A collection of use cases

**ANSWER: A**

### QUESTION NO: 9

One retail location of Cloud Kicks has been getting complaints from shoppers about being unable to find items in the store. The general manager has asked IT to configure tablets for the sales clerks so they can move freely around the store to assist customers.

The IT team writes a functional requirement:

- Tablets running the Salesforce mobile app must allow users to access store inventory records which include current item count and item location.

Which user story should the business analyst write to describe the functional requirement?

- A. As a sales clerk, I want to see item availability and locations to help customers find items.
- B. As a general manager, I want sales clerks to have tablets so they can help customers find items.
- C. As a customer, I want sales clerks to have access to item availability to help them find items.

**ANSWER: A**

**QUESTION NO: 10**

Cloud Kicks (CK) wants to redefine its lead-to-customer business process. CK wants to unify the interactions between sales, marketing, and customers to provide a more seamless experience. The business analyst (BA) need to create a visual representation that includes the steps and inputs from both sales and marketing.

Which tool should the BA use to capture all launches of the current state?

- A. Journey Mapping
- B. Process Mapping
- C. Whiteboarding

**ANSWER: B****QUESTION NO: 11**

The user acceptance testing (UAT) of a solution has passed. During the code review process, a technical team found that the Apex code fails to meet Salesforce coding standards which makes it challenging to maintain over the long term and may create performance issues. The business analyst has identified this as an issue that prevents deployment to production.

Which principle of Agile methodology does this violate?

- A. Sprint retrospective
- B. Definition of done
- C. Iterative development

**ANSWER: B****QUESTION NO: 12**

Cloud Kicks hired a new business analyst (BA) to join an experienced cross-functional team that has successfully delivered high-quality Salesforce solutions to global stakeholders. The BA wants to quickly become a trusted advisor to the team.

What should the BA do?

- A. Focus on the task at hand instead of on individual team members.
- B. Avoid exposing one's own mistakes to the team.
- C. Tell the truth in difficult situations.

**ANSWER: C****QUESTION NO: 13**

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**

#### QUESTION NO: 14

The business analyst (BA) at Universal Containers (UC) wants to understand why UC failed to meet a deployment date for its product go live while following the Agile process. According to the BA's research, the developers lacked a sense of the work in progress and the intended goal of that work, and the QA team was unable to clearly test the functionality based on a given persona.

Which step should the BA take next?

- A.** Create a SWOT (Strength, Weakness, Opportunity, Threat) analysis to understand why development and testing took more time.
- B.** Move the deployment date out so the teams have more time to work.
- C.** Review the user stories to ensure they are small, testable, and valuable.

**ANSWER: C**

#### QUESTION NO: 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

**ANSWER: B**