



**Free Questions for **Certified-Business-Analyst** by **certsinside****

**Shared by **Smith** on **22-07-2024****

**For More Free Questions and Preparation Resources**

**Check the Links on Last Page**

# Question 1

---

**Question Type:** MultipleChoice

---

Universal Containers (UC) stores information about its containers in the standard Salesforce Product object. UC deals with data integrity issues, such as the Container Color field fails to update on all containers when the color is updated on a Container Product Line. The project owner mentioned that a previous consultant recommended that UC move to a more normalized data model to represent its containers.

What should the business analyst review to learn more about the previous consultant's recommendation?

## Options:

---

- A- Entity Relationship Diagram (ERD)
- B- System requirements specification
- C- Change request logs

## Answer:

---

A

## Explanation:

---

The reference that the business analyst should consult to learn more about the previous consultant's recommendation is an Entity Relationship Diagram (ERD). An ERD is a diagram that shows the logical structure and relationships of data entities in a database or system. An ERD helps to model and document how data entities are organized, connected, and interact with each other. An ERD also helps to normalize data entities by reducing redundancy and inconsistency in data storage and retrieval. The previous consultant recommended that Universal Containers move to a more normalized data model to represent its containers, which means that they wanted to avoid storing duplicate or unnecessary data in multiple tables or fields. The business analyst should consult an ERD to learn more about how the previous consultant proposed to design and implement a more normalized data model for Universal Containers. Reference: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping>

## Question 2

---

**Question Type:** MultipleChoice

---

The business analyst at Northern Trail Outfitters receives a requirement from the CRM manager to have visibility into their team's queues to monitor open cases.

Which user story meets this requirement?

**Options:**

---

- A-** As a CRM manager, I need a record-triggered flow to view my team's work queues so I can monitor their open tickets.
- B-** As a CRM manager, I need to see my team's work queues so I can monitor their open tickets.
- C-** As a user, I need to see case queue to monitor my team's work.

### **Answer:**

---

B

### **Explanation:**

---

The user story that meets the requirement is "As a CRM manager, I need to see my team's work queues so I can monitor their open tickets". A user story is a statement that describes what a user or stakeholder needs or wants from a system or solution in order to achieve a specific goal or outcome. A user story follows the format "As a [role], I want to [action], so that I can [outcome]". A user story helps to capture and communicate the business value and benefit of a requirement or feature. The user story that meets the requirement is "As a CRM manager, I need to see my team's work queues so I can monitor their open tickets" because it specifies the role (CRM manager), the action (see my team's work queues), and the outcome (monitor their open tickets). The other user stories are either too vague or too specific (A) to meet the requirement. Reference: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/requirements-management>

## **Question 3**

---

**Question Type: MultipleChoice**

---

Cloud Kicks (CK) needs to implement an event management system within Salesforce. After researching potential solutions, a managed package meets the majority of CK's business requirements. However, the CRM director has expressed a desire to heavily customize an open source solution.

Which benefit of using a managed package versus an open source solution should the business analyst share to help the CRM director make a decision?

### Options:

---

- A- Managed packages are easily customizable to meet CK's exact requirements.
- B- Managed packages are updated automatically with each Salesforce Release.
- C- Each version of a managed package on the AppExchange undergoes a security review.

### Answer:

---

C

### Explanation:

---

This answer states that each version of a managed package on the AppExchange undergoes a security review as a benefit of using a managed package versus an open source solution for implementing an event management system within Salesforce for Cloud Kicks. A managed package is a collection of application components that are developed, tested, and distributed by a provider as a single entity on the AppExchange. An open source solution is a software application that is developed, modified, and distributed by anyone who has

access to its source code. A security review is a process that evaluates and verifies that an application meets the security standards and best practices of Salesforce. Each version of a managed package on the AppExchange undergoes a security review as a benefit of using a managed package versus an open source solution because it ensures that the application is safe, reliable, and trustworthy for Cloud Kicks. Reference: [https://trailhead.salesforce.com/en/content/learn/modules/appexchange\\_basics/appexchange\\_basics\\_intro](https://trailhead.salesforce.com/en/content/learn/modules/appexchange_basics/appexchange_basics_intro)

## Question 4

---

**Question Type:** MultipleChoice

---

Universal Containers has chosen to leverage Experience Cloud to create an engaging site for its customers. The business analyst (6A) leading this project needs to validate that the requirements meet the goal.

What should the BA do to ensure alignment?

### Options:

---

- A- Survey customers to confirm whether the new site meets their requirements.
- B- Circulate the requirements to stakeholders, incorporate feedback, and obtain sign-off.
- C- Conduct a white boarding session to ensure the requirements are accurate.

**Answer:**

---

B

**Explanation:**

---

This answer states that circulating the requirements to stakeholders, incorporating feedback, and obtaining sign-off is what the BA should do to ensure alignment on goals and strategies across NTO's organization for creating an engaging site for its customers using Experience Cloud. Circulating the requirements to stakeholders means that the BA shares the written statements that describe what the solution must do or have to meet the goals and strategies of NTO's organization with the people who have a significant interest or influence in the project outcome. Incorporating feedback means that the BA revises and updates the requirements based on the comments or suggestions from the stakeholders. Obtaining sign-off means that the BA gets a formal approval or confirmation from the stakeholders that they agree with and accept the requirements. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements>

## Question 5

---

**Question Type: MultipleChoice**

---

A business analyst (BA) at Universal Containers (UC) has been asked to improve the user experience (UX) of marketing employee who manages webinar dat

a. The chief marketing officer (CMO) thinks the UX issues are related to standard Salesforce Campaign functionality that misaligns with UC s business requirements. The BA surveyed the marketing group about their pain points and was surprised to discover that their concerns differ from the CMOs theory about issues with the UX of Campaigns in Salesforce.

Which influencing style should the BA use when presenting their findings to the CMO and other stakeholders?

**Options:**

---

**A-** Collaborative

**B-** Assertive

**C-** Analytical

**Answer:**

---

A

**Explanation:**

---

This answer states that using a collaborative influencing style is what the BA should use when presenting their findings to the CMO and other stakeholders after surveying the marketing group about their pain points and discovering that their concerns differ from the CMO's theory about issues with the UX of Campaigns in Salesforce. A collaborative influencing style is an approach that involves working with others to find a mutually beneficial solution or outcome. A collaborative influencing style can help the BA to present their findings to the CMO and other stakeholders by acknowledging their perspectives, sharing relevant data and insights, and seeking their input and



feedback. A collaborative influencing style can also help the BA to build trust and rapport with the CMO and other stakeholders, and to facilitate a constructive dialogue and consensus among them. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills>

## Question 6

---

**Question Type: MultipleChoice**

---

Cloud Kicks leadership wants to use custom code for functionality that can easily be created declaratively in Sates Cloud. The business analyst (BA) has been asked to advise leadership on how these approaches impact their solution options.

What is one of the BA's strongest arguments for using configuration over code?

### Options:

---

- A-** Configuration leverages multiple programming languages.
- B-** Configuration allows for any level of complexity.
- C-** Configuration provides faster speed to market.

## Answer:

---

C

## Explanation:

---

One of the BA's strongest arguments for using configuration over code is that configuration provides faster speed to market. Speed to market is the time it takes to deliver a product or service from conception to launch. Speed to market is important for gaining competitive advantage, meeting customer demand, and maximizing revenue potential. Configuration provides faster speed to market than code because it allows for creating and modifying functionality in Salesforce without writing code or deploying changes. Configuration can be done by using point-and-click tools such as App Builder, Process Builder, Flow Builder, Lightning Web Components Builder, etc., which are easy to use and require less technical skills than coding. Configuration also reduces the risk of errors or bugs that may occur with code and require more testing or debugging time. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional-requirements/evaluate-s>

## Question 7

---

### Question Type: MultipleChoice

---

The project team at Cloud Kicks is under a tight deadline to implement a new Service Cloud feature. The business analyst, BA) has received feedback from the customer that the existing functionality is difficult to use. The BA wants to better understand the customers pain points before writing requirements

Which document should the BA use?

**Options:**

---

- A- Journey map
- B- Process map
- C- Capability map

**Answer:**

---

A

**Explanation:**

---

This answer states that using a journey map is what the BA should use to better understand the customers pain points before writing requirements for Cloud Kicks who will launch a new customer experience portal. A journey map is a diagram that shows how a customer interacts with an organization across different touchpoints or channels over time. A journey map can help the BA to better understand the customers pain points by identifying where, when, why, and how the customer experiences frustration, dissatisfaction, or difficulty with the current service or solution. A journey map can also help the BA to empathize with the customer and to design a better customer experience that meets their needs and expectations. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills>

## Question 8

---

**Question Type:** MultipleChoice

---

The business analyst (BA) at Cloud Kicks is working on improving the company's Service Cloud deployment. The BA wants to leverage Universal Process Notation (UPN) to document the current process.

What is one benefit of using UPN in this scenario?

### Options:

---

- A-** Complex processes can be documented with 20 or more activity boxes.
- B-** A single activity box can answer Who, What, When, Why, and How.
- C-** Key parts of a process can be easily identified by using different shapes.

### Answer:

---

B

### Explanation:

---

One benefit of using UPN in this scenario is that a single activity box can answer Who, What, When, Why, and How. UPN is a notation system that helps to create simple and clear process maps using activity boxes and arrows. An activity box represents a step or task in a

process, and contains five elements: Who (the role or actor who performs the task), What (the name or description of the task), When (the trigger or condition that initiates the task), Why (the purpose or goal of the task), and How (the method or tool used to perform the task). By using a single activity box to answer Who, What, When, Why, and How, UPN helps to provide a concise and comprehensive view of each step or task in a process, and avoid confusion or ambiguity. The other options are either incorrect or irrelevant. Option A is incorrect because UPN recommends using no more than 10 activity boxes per process map to avoid complexity and clutter. Option C is irrelevant because UPN does not use different shapes to represent key parts of a process, but rather uses different colors to indicate different levels of detail. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/understand-process-mapping>

## Question 9

---

**Question Type:** MultipleChoice

---

Universal Containers is planning to implement Commerce Cloud to sell more products. The business analyst working on this project has gathered requirements and is translating them into user stories.

What should the user story focus on?

**Options:**

---

A- Sales margins

B- Customer experience

C- Product functionality

### **Answer:**

---

B

### **Explanation:**

---

The user story should focus on customer experience. Customer experience is the perception and feeling that a customer has when interacting with a product or service. Customer experience is a key factor that influences customer satisfaction, loyalty, retention, and advocacy. A user story should focus on customer experience because it helps to define the value or benefit that the customer expects from the product or service, and provides a basis for designing and developing the solution that meets or exceeds the customer's needs and expectations. The other options are either irrelevant or incomplete. Option A does not focus on customer experience, but rather on sales margins, which are an internal metric that may not reflect the customer's perception or feeling. Option C does not focus on customer experience, but rather on product functionality, which is only one aspect of customer experience and may not address the customer's emotional or psychological needs. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories>

**To Get Premium Files for Certified-Business-Analyst Visit**

<https://www.p2pexams.com/products/certified-business-analyst>

**For More Free Questions Visit**

<https://www.p2pexams.com/salesforce/pdf/certified-business-analyst>

