

# **Free Questions for Certified-Business-Analyst**

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# Question 1

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## Question Type: MultipleChoice

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During a requirements workshop, the marketing team mentions they need help reporting on their marketing effort return on investment (ROI). They ask for a new field on the Opportunity object named "Customer Origin".

What should the business analyst do next?

### Options:

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- A-** Explain to the customer that the workshop is focused on documenting requirements, rather than solutioning, and write down their pain points
- B-** Write the user story: As a marketer, I need to track customer origin on Opportunity so that I can report on the ROI of our marketing efforts.
- C-** Ask follow-up questions to determine if standard Salesforce functionality around Leads, Campaigns, and Opportunities could meet this need.

### Answer:

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C

## **Explanation:**

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When the marketing team expresses a need for a new field to track ROI, the BA should explore existing Salesforce functionalities before customizing. Salesforce provides robust features around Leads, Campaigns, and Opportunities that can potentially track marketing efforts and their outcomes. By asking follow-up questions, the BA can understand the specific requirements and assess whether these can be met with standard features, which is often more efficient and sustainable than adding custom fields. This approach aligns with Salesforce best practices of leveraging out-of-the-box functionality to meet business needs, ensuring system simplicity and maintainability.

## **Question 2**

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### **Question Type: MultipleChoice**

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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.

After assessing several potential options, which solution should the business analyst recommend?

## **Options:**

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- A- The solution with the lowest cost
- B- The solution with the fastest implementation time
- C- The solution with the highest business value

**Answer:**

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C

**Explanation:**

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When recommending a solution, especially under constraints such as a limited budget and tight timeline, the focus should be on delivering the highest business value. This approach ensures that the chosen solution effectively addresses the most critical needs of the business, providing significant benefits that justify the investment. While cost and implementation time are important considerations, the primary goal is to enhance customer service and satisfaction through the self-service portal, thereby achieving strategic business objectives. Selecting the option that offers the most substantial impact on service quality and customer experience, even if it's not the cheapest or quickest, will provide long-term benefits to the organization.

## Question 3

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**Question Type:** MultipleChoice

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The operations team at Universal Containers is developing a new inventory forecasting application available on its Experience Cloud site. Management wants to identify key external stakeholders to assist with determining project priorities.

Which external stakeholders should the business analyst recommend?

**Options:**

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- A- Governing bodies
- B- Third-party vendors
- C- Buyers and customers

**Answer:**

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C

**Explanation:**

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For a project like developing a new inventory forecasting application on an Experience Cloud site, identifying key external stakeholders is critical for ensuring that the solution meets the end-users' needs. Buyers and customers are the primary users of such a platform and are directly impacted by its functionality and performance. Involving them in determining project priorities helps to align the development efforts with the actual market demand and user expectations, leading to a more successful and user-centric solution.

## Question 4

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**Question Type:** MultipleChoice

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Sprint 1 of 5 has been completed in a Sales Cloud implementation. The business analyst (BA) met with the stakeholders to prioritize the backlog for the next sprint. One of the stakeholders wants to include a medium-priority item. There is still a list of high-priority items that need to be addressed.

How should the BA communicate with the stakeholder?

### Options:

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- A-** Q Schedule a meeting to discuss the importance of the item, then re-evaluate all of the items and their priority levels
- B-** Q Verify why the item is medium-priority, explain the reason, and determine if the item priority was misjudged compared to other items.
- C-** Q Support the stakeholder in this decision, move the medium-priority item to the next sprint, and inform the development team.

### Answer:

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B

### Explanation:

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In managing a project backlog, especially in an Agile environment like a Sales Cloud implementation, it's crucial to prioritize items based on their importance and impact on the project's success. When a stakeholder wants to include a medium-priority item over high-priority ones, the BA should first understand the reasoning behind the stakeholder's valuation of that item. This involves verifying the criteria used to assign priorities and ensuring that all items are assessed consistently. By engaging in this dialogue, the BA can clarify the importance of following the prioritized backlog to maximize project value and may also uncover new information that could lead to a re-evaluation of priority levels for all items.

## Question 5

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**Question Type: MultipleChoice**

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A business analyst (BA) is preparing to demonstrate the functionality built by the development team over the last sprint to the client.

Which technique should the BA use to create a compelling demo?

### Options:

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**A-** Functional - requirements, code/configuration, run as user

**B-** Storytelling - hero, challenge, helper, victory

**C-** STAR method - situation, task, action, result

**Answer:**

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B

**Explanation:**

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In creating a compelling demo, the storytelling technique is highly effective. This approach involves framing the demo narrative around a hero (typically the end-user), presenting a challenge they face, introducing the solution (the Salesforce functionality) as the helper, and showcasing the victory, which is the successful resolution of the challenge through the implemented functionality. This technique engages the audience by making the demonstration relatable and showing the practical value of the solution in a real-world context. It emphasizes the impact of the features on the users' daily tasks and how it addresses their specific needs.

## Question 6

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**Question Type:** MultipleChoice

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Cloud Kicks (CK) wants to Improve the current business process for moving orders from the warehouse to the customer as part of a Commerce Cloud Implementation. The business analyst would like to gather more Information to create the future state process.



Who is the most appropriate subject matter expert (SME) to confirm the current business process and elicit deeper understanding of CK's goals, opportunities, and pain points?

**Options:**

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- A- Sales manager
- B- Chief financial officer
- C- Supply chain manager

**Answer:**

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C

**Explanation:**

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The most appropriate subject matter expert (SME) to confirm the current business process and elicit deeper understanding of CK's goals, opportunities, and pain points is the supply chain manager. The supply chain manager is responsible for overseeing the flow of goods from the warehouse to the customer, and has the most knowledge and insight into the current business process. The supply chain manager can also provide valuable feedback and suggestions for improving the business process and achieving the desired outcomes. The sales manager and the chief financial officer are not directly involved in the business process of moving orders from the warehouse to the customer, and may not have the same level of expertise or interest as the supply chain manager. Reference: Customer Discovery, Get Started with Salesforce Business Analyst Certification Prep, Cert Prep: Salesforce Business Analyst



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