Vendor: Salesforce

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QUESTION 1
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: A
Explanation:
This answer identifies a journey map as the document that the BA should create to visually illustrate the customer case lifecycle for UC. A journey map is a tool that shows how customers interact with a business across different touchpoints, channels, and stages. A journey map helps to understand and improve the customer experience, identify pain points and opportunities, and align business goals with customer needs.

Reference:
https://trailhead.salesforce.com/en/content/learn/modules/customer-journey-basics/create-a-customer-journey-map

QUESTION 2
Cloud Kicks has invited stakeholders from multiple departments and roles to participate in its latest Salesforce project. Each stakeholder's experiences and priorities for the project are different which causes tension within the team and a lack of clarity around project direction. What should the business analyst do to help the team work together more effectively?

A. Encourage leadership to share their vision for the project, and ask the larger team to focus feedback only on the key objectives, pain points, and requirements outlined by leaders
B. Limit participation in key project discovery, requirements, and solutioning meetings to leadership, and engage the larger team to answer questions directly/ related to their roles when needed.
C. Lead the stakeholders in creating a team agreement that assigns project roles and outlines how the team will collaborate, disagree, develop trust, and define success

Answer: C
Explanation:
The best way for a business analyst to help the team work together more effectively is to lead them in creating a team agreement that assigns project roles and outlines how the team will collaborate, disagree, develop trust, and define success. This will help them align on common goals, expectations, and norms, and resolve any conflicts or misunderstandings. Encouraging leadership to share their vision for the project and ask the larger team to focus feedback only on the key objectives, pain points, and requirements outlined by leaders may create a top-down approach that ignores other stakeholder perspectives or needs. Limiting participation in key project discovery, requirements, and solutioning meetings to leadership and engaging the larger team to answer questions directly related to their roles when needed may create a siloed approach that reduces collaboration or buy-in.

Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders

QUESTION 3

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 liasion between business and technical teams.

Answer: C
Explanation:
The best way for a business analyst to gain the end users' cooperation is to 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 liasion between business and technical teams. This will help them understand their needs and expectations, demonstrate value and benefits, and facilitate communication and feedback. Responding to end users with empathy and accommodate their needs; translating the end users' needs into technical requirements; and delivering the project to the developers to implement the solution may be too reactive or passive without addressing the root causes of resistance or ensuring alignment. Using an assertive influencing style; demonstrating authority and expertise; outlining the project objectives; and making sure end users know that the decision has been made and the time to make changes has passed may be too aggressive or authoritative without building trust or rapport.

Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders

QUESTION 4
Universal Containers (UC) uses a Salesforce org. UC is merging with a sister company that uses a different CRM. The incoming sales team is reluctant to change to a different process. The business analyst (BA) has been asked to help reach consensus and drive adoption. Which group is well positioned to help the BA secure alignment for the initiative?

A. System admin and project manager
B. Power users and top sales earners
C. Executive sponsors and sales leadership

Answer: B
Explanation:
This answer identifies executive sponsors and sales leadership as the group that is well positioned to help the BA secure alignment for the initiative. Executive sponsors and sales leadership are key stakeholders who have the authority, influence, and interest in the project. They can help the BA communicate the vision, benefits, and expectations of the new process, and address any resistance or concerns from the incoming sales team.

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

QUESTION 5
A business analyst (BA) at Northeren Trail Outfitters has been asked to explain a sales process improvement idea and collaborate on a plan for implementation. Several sale users in various locations have been identified to participate. Which technique should the BA use to optimize effectiveness and build a shared understanding of the idea and approach?

A. Demo prototype
B. Virtual whiteboard
C. One-on-one meetings

Answer: B
Explanation:
A virtual whiteboard is a technique that a business analyst can use to optimize effectiveness and build a shared understanding of an idea and approach with sales users in various locations. A virtual whiteboard is an online tool that allows multiple participants to collaborate visually by drawing, writing, or annotating on a shared screen. It can help them brainstorm ideas, create diagrams, or give feedback in real time. A demo prototype is a technique that can be used to show how an idea works or looks like, but not to collaborate on it. One-on-one meetings are techniques that can be used to communicate with individual stakeholders, but not with a group.

Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories

QUESTION 6
A business analyst (BA) at Universal Containers (UC) has been asked to evaluate a business process at a high level and in detail, while also keeping regulatory considerations in mind. Management wants to use the output from the BA's evaluation to inform decisions about UC's future implementations of Sales Cloud and Service Cloud. What should the BA use for their evaluation?

A. Cross-functional flowchart
B. Entity Relationship Diagram (ERD)
C. Universal Process Notation (UPN)

Answer: C
Explanation:
This answer selects Universal Process Notation (UPN) as the tool that the BA should use for their evaluation of a business process at UC. UPN is a simple and standardized way of creating process maps, using only four symbols: activity, decision, start/end, and annotation. UPN can help the BA evaluate a business process at a high level and in detail, while also keeping regulatory considerations in mind, by showing the steps, actions, decisions, roles, and dependencies of the process, and adding notes or comments to explain or clarify certain aspects.

Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business

QUESTION 7

Universal Containers has asked a business analyst (BA) to create a process map indicating how it is using Marketing Cloud to manage its campaigns. In a process map that uses Universal Process Notation (UPN), the BA has marked each activity box with a resource. What does an activity box marked "C Customer' mean?

A. The customer should be responsible.
B. The customer should be informed.
C. The customer should be consulted.

Answer: C
Explanation:
This answer explains that an activity box marked "C Customer" means that the customer should be consulted. In a process map that uses Universal Process Notation (UPN), an activity box is a symbol that represents a task or an action that is performed in a business process. An activity box can be marked with a letter to indicate the role or the resource that is responsible for performing the task or action. The letter C stands for consult, which means that the resource should be asked for input or advice before or during the task or action.

Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business

QUESTION 8
Universal Containers (UC) has chosen to implement Sales Cloud and Service Cloud to increase revenue and remove bottlenecks in its current processes. A business analyst (BA) is tasked with diagramming business processes. What should the BA do to successfully meet governance requirements to identify the business purpose?

A. Use UC's existing terminology.
B. Adhere to agreed upon mapping standards.
C. Identify resources engaged in each step.

Answer: B
Explanation:
To successfully meet governance requirements to identify the business purpose, the business analyst should adhere to agreed upon mapping standards. Mapping standards are guidelines or conventions that define how to create and document business process maps. They help to ensure consistency, clarity, and quality of the process maps across different projects and teams. They also help to align the process maps with the business objectives and requirements, and support regulatory considerations.

Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

QUESTION 9
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. Which diagramming notation should the BA use for the process map?

A. Business Process Modeling Notation (BPMN)

B. Universal Process Notation (UPN)
C. Unified Modeling Language (UML)

Answer: B
Explanation:
This answer selects Universal Process Notation (UPN) as the diagramming notation that the BA should use for the process map. UPN is a simple and standardized way of creating process maps, using only four symbols: activity, decision, start/end, and annotation. UPN can help the BA create a process map that is applicable across all industries, provides context for metrics and management decisions, and supports regulatory considerations.

Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business

QUESTION 10
At the start of a new Agile development project, the Universal Containers' product owner asked the business analyst (BA) to clearly define the intended results of the work based on stakeholder needs. The development and implementation teams will use the intended results to plan product decisions. The definition should avoid assumptions and focus on stakeholder value. Which element should the BA choose to define the intended results?

A. Requirements
B. User stories
C. Epics

Answer: B
Explanation:
This answer chooses user stories as the element that the BA should use to define the intended results of the work based on stakeholder needs. User stories are short and simple descriptions of a feature or a functionality from the perspective of an end user or a stakeholder. User stories can help the BA define what stakeholders want to accomplish, why they want to accomplish it, and how they will measure success. User stories can also help the development and implementation teams to plan product decisions based on stakeholder value.

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

QUESTION 11
Universal Containers recently kicked off a project to build an Experience Cloud solution for partners. Partners need to upload their monthly sales reports to this account portal. Which option should the business analyst use as the functional requirement specification?

A. Partners need to submit monthly sales reports.
B. The portal should allow for partners to upload monthly sales reports.
C. The portal should allow for partners to access monthly sales reports.

Answer: B
Explanation:
A functional requirement specification is a statement that describes what a product or service must do or provide to meet user needs or business objectives. It should be clear, concise,

testable, and measurable. The option B is an example of a functional requirement specification because it describes what the portal should do (allow for partners to upload monthly sales reports) without specifying how it should do it or why it should do it.

Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/requirements

QUESTION 12
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 impacts.

Answer: A

QUESTION 13
The North American (NA) sales team wants to add a set of new fields and delete several fields from the Account object. During requirements gathering, the business analyst (BA) discovers the fields are actively being used by the EMEA team. Which step should the BA take next?

A. Refine the requirements to accommodate, both teams.
B. Focus on the NA team's requirements.
C. Start another project to address the EMEA team's requirements.

Answer: A
Explanation:
When a business analyst discovers that different teams have different needs or preferences for using Salesforce fields, they should refine the requirements to accommodate both teams. This is because deleting fields that are actively used by another team could cause data loss, errors, or inefficiencies in their processes. The business analyst should work with both teams to understand their use cases, data models, workflows, reports, dashboards, integrations, security settings, etc., and find ways to customize Salesforce fields that meet both teams' needs without compromising data quality or performance.

Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/requirements

QUESTION 14
Universal Containers wants to integrate its Salesforce org with the largest online professional network so its sales reps can view information directly on Salesforce records. The business analyst will write acceptance criteria for this scenario. What is an example of good acceptance criteria?

A. A sales rep can view current information directly in the Lead and Contact records.

B. A sales rep needs to have the CRM widget installed in the Lead and Contact Record Page Layout.
C. Install a CRM widget to allow sales reps to view information in the Lead and Contact records.

Answer: A
Explanation:
This answer provides an example of good acceptance criteria for the scenario of integrating Salesforce with the largest online professional network. Acceptance criteria are statements that define the conditions that a solution must meet to be accepted by the stakeholders or users. Acceptance criteria should be clear, concise, testable, and measurable. This answer meets these criteria by stating what a sales rep can do (view current information), where they can do it (in the Lead and Contact records), and how they can verify it (directly).

Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/prepare-for-the-salesforce-business-analyst-certification-exam

QUESTION 15
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: C
Explanation:
When a business analyst learns that another team also needs email integration in the near future, they should include that team during discovery. This is because including all relevant stakeholders early in the project can help to identify common needs, avoid duplication of work, leverage synergies, and deliver value faster. The business analyst should invite the operations team to participate in discovery activities such as interviews, surveys, workshops, observations, etc., and capture their requirements, expectations, and feedback. The business analyst should also communicate the project scope, timeline, and risks to both teams and manage any changes or issues that may arise.

Reference:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery

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