Question #:1

Which method should a business analyst use to show current state business flows in Salesforce?

    A. Universal Process Notation

    B. Entity Relationship Diagramming

    C. Storyboarding

Answer: B

Question #:2

UniversalContainers just rolled out a new sales methodology and process. A month after the initial training, the manager has noticed some reps have a large number of overdue tasks. The manager is unsure if it's a learning curve or a system issue and has asked the business analyst (BA) to determine the cause and recommend a solution.

Which method should the BA use to start collecting data?

    A. Brainstorming and prototyping

    B. Observation and interviewing

    C. focus groups and workshops

Answer: B

Question #:3

Which element of the storytelling process for UX is described here: "A hurdle that makes itdifficult for your heroes to succeed on their journeys."

    A. Challenge

    B. Monster

    C. Victory

    D. Helper

Answer: A

Question #:4

Cloud Kicks (CK) wants to redefine its lead-to-customer business process. CKwants 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 #:5

The leadership team at Universal Containers (UC) is focused on customer retention. The business analyst (BA) has beenasked to implement a new customer for life program on the salesforce platform. Before their can move forward, they need to understand the lifecycle and all of the related interaction that IC has with its customers.

Which type of session should the BA perform?

    A. User Acceptance testing

    B. Journey Mapping

    C. Requirements Gathering

Answer: B

Question #:6

Cloud Kicks wants to assess the efficiency of its Sales Cloud solution to eliminate unnecessary steps and cut costs. A business analyst (BA) will givea 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 #:7

The project team at Universal Containers has started to review the existing Salesforce manufacturing solution that has low adoption and a variety of customization including custom objects, custom fields, renamed standard fields.

What should the business analyst recommend to the project team to increase understanding when documenting requirements, process and potential solutions?

    A. Use customer terminology and language.

    B. Use industry terminology and language.

    C. Use Salesforce terminology and language.

Answer: B

Question #:8

The Salesforce development team is strictly following scrum to govern its releases. An executive trying to plan a vacation wants to know when work on the feature will begin so they can be available for additional implementation questions. After consulting with the product owner, the business analyst (BA) learns the team has decided to adopt Kanban insteadfor all future releases.

What should the BA tell the executive?

    A. Work will begin after executive approval is given.

    B. Work will begin in the next sprint.

    C. Work will begin when capacity becomes available

Answer: C

Question #:9

The VP of sales at Clod Kicks wants to streamline the lead qualification process to improve the team's productivity and help them reach theirtarget goals. A business analyst (BA) has been assigned to the project to identify the disconnect between the sales and marketing teams' definition of a qualified lead?

What should the BA focus on?

    A. Mapping historical leas data from each team and building charts to highlight similarities

    B. Evaluating team' skill and experience to determine how they can better align.

    C. Scheduling and all-day collaboration workshop with both team to resolve their differences

Answer: C

Question #:10

Universal Containers has kicked off a project focused on transforming its customer service department using Service Cloud. During onboarding, the project manager shared the following process maps with the business analyst (BA):

Case Creation

• Case Triage

• Case Assignment

• Case Management

• Case Closure

Which key attributes should the BA look for when reviewing the process maps?

   A. Audiences, scope, inputs, outputs, and resources

   B. Cost, timeline, risks, requirements, and opportunities

   C. Case sources, types, volumes, priorities, andreasons

Answer