

# CERTIFIED-BUSINESS-ANALYST<sup>Q&As</sup>

Salesforce Certified Business Analyst

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## QUESTION 1

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.

Correct Answer: C

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## QUESTION 2

Cloud Kicks uses declarative change set development to deliver its Salesforce customizations. The business analyst (BA) works with the technical leads on the project to track changes that require manual migration. Which resources should the BA use to determine which changes must be made manually in each environment?

- A. Metadata coverage report
- B. Object Schema Builder
- C. Setup Audit Trail

Correct Answer: A

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## QUESTION 3

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.

Correct Answer: B

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## QUESTION 4

A business analyst (BA) is in the process of documenting requirements. The BA wrote the following user story:

"As a sales team manager, I want the ability to access reports on Sales Cloud to evaluate if the team's daily activities

are meeting the set goals.\\"

Which acceptance criteria is most appropriate for this user story?

- A. Able to monitor the sales team\'s performance
- B. Able to click the Run button on sales reports
- C. Able to view the sales team\'s reports

Correct Answer: A

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## QUESTION 5

A business analysis (BA) is creating a business flowchart to review with a customer service team that is using service team that is using Service Cloud. The team is organized by the products and the regions they support. Which step should the BA include e in the business flowchart?

- A. Capture decision steps and different outcomes.
- B. Illustrate which fields are integrated with an external system.
- C. Set limits to the scope that will be documented.

Correct Answer: A

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