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## QUESTION 1

A business analyst (BA) at Northern Trail Outfitters is assigned to a project to help revamp the case management process. The BA has gathered requirements and finished the first draft of user stories.

What should the BA use to assess the quality of a user story?

- A. INVEST checklist
- B. Numerical framework
- C. Gap analysis document

Correct Answer: A

This answer states that using the INVEST checklist is what the BA should use to assess the quality of a user story for developing a solution to help the marketing department manage leads in Sales Cloud at UC. The INVEST checklist is a set of criteria that helps to evaluate if a user story is well-written and well-defined. The INVEST checklist stands for Independent, Negotiable, Valuable, Estimable, Small, and Testable. Independent means that the user story can be developed and delivered without depending on or affecting other user stories. Negotiable means that the user story can be modified or refined based on feedback or changes in requirements. Valuable means that the user story provides a clear benefit or outcome to the user or the stakeholder. Estimable means that the user story can be estimated in terms of time, effort, or resources needed to complete it. Small means that the user story can be delivered within a short time frame or iteration. Testable means that the user story can be verified or measured against acceptance criteria or tests. Using the INVEST checklist is what the BA should use to assess the quality of a user story because it helps the BA to ensure that the user story is clear, concise, consistent, and complete. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements>

## QUESTION 2

A business analyst (BA) at Northern Trail Outfitters was asked to create a new user story for a Sales Cloud update requested by the inside sales team. The BA created the following story:

"As a user, I need visibility to customers\' purchase history details so I can increase efficiencies and improve closure rates by better tailoring sales offerings."

Which mistake did the BA make when creating this story?

- A. The goal is undefined.
- B. The persona is undefined.
- C. The need is undefined.

Correct Answer: B

The mistake that the business analyst made when creating this story is that the persona is undefined. A persona is a fictional representation of an end user who has a specific role, goal, or need. A user story should specify the persona as part of its format: "As a [persona], I need [need], so I can [goal]". Specifying the persona can help the business analyst communicate who will use the feature and why it matters to them. The goal and the need are defined in this user story. The goal is to increase efficiencies and improve closure rates by better tailoring sales offerings. The need is visibility to customers\' purchase history details. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories> <https://trailhead.salesforce.com/content/learn/modules/salesforce->



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business-analyst-certification-prep/customer-discovery

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### QUESTION 3

Northern Trail Outfitter is eliciting feedback from a small number of key stakeholders within the organization for improvements to the current opportunity pipeline process. One of the stakeholders has a tendency to dominate the conversation which takes the group off topic and interfaces with meeting the objective.

How should the business analyst collaborate with the key stakeholder's?

- A. Conduct individual interviews to gather input.
- B. Conduct a group brainstorming session to generate ideas.
- C. Conduct a focus group to identify pain points.

Correct Answer: A

The business analyst should conduct individual interviews to gather input from the key stakeholders. Interviews are a technique that involves asking open-ended questions to stakeholders or users to gather information and feedback about their needs, expectations, preferences, pain points, goals, etc. Interviews help to elicit requirements and user stories from the key stakeholders by allowing them to express their opinions and experiences in their own words, as well as clarifying any doubts or ambiguities. Interviews also help to avoid the influence or dominance of one stakeholder over others, as well as reduce the risk of groupthink or conformity. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery>

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### QUESTION 4

A business analyst at Universal Containers has begun user acceptance testing for a new Experience Cloud implementation with the project team. A major gap for one of the personas was identified in the documented scenarios.

What went wrong?

- A. Failure to include all stakeholders in the requirements gathering process
- B. Failure to perform thorough unit testing during the development process
- C. Failure to validate the application against the functional requirements

Correct Answer: A

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### QUESTION 5

The project manager for Universal Containers tells the business analyst (BA) that the developers on the team are having trouble understanding what to build because the acceptance criteria for the Sales Cloud user stories are confusing.

How should the BA respond to the feedback effectively?



- A. Recommend additional training resources.
- B. Ask for specific examples to review.
- C. Confirm that best practices are being followed.

Correct Answer: B

This answer states that asking for specific examples to review is how the BA should respond to feedback from UC's project manager who tells the BA that the developers on the team are having trouble understanding what to build because the acceptance criteria for the Sales Cloud user stories are confusing. Asking for specific examples to review means that the BA requests the project manager or the developers to provide concrete instances or scenarios of where and how the acceptance criteria for the Sales Cloud user stories are confusing, such as ambiguous, inconsistent, or incomplete acceptance criteria. Asking for specific examples to review is how the BA should respond to feedback from UC's project manager because it helps the BA to clarify and verify the feedback, and to revise and update the acceptance criteria accordingly. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills>

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