UPDATED [2025 Pass Salesforce Certified-Business-Analyst Exam in First Attempt Guaranteed [Q38-Q57

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Pass Certified-Business-Analyst Exam Latest Practice Questions

Q38. 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?
* Proceed with the sales team’s project as planned.
* Start project work for the operations team.
* Include the operations team during discovery.

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. References:

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

Q39. A business analyst (BA) at Northern Trail Outfitters is preparing for a user acceptance testing (UAT) session for a global Sales Cloud project.

What should the BA do to engage the business most effectively during UAT”?
* Hand or ownership for writing, reviewing, and executing UAT scenarios, providing feedback, and approval for release to business stakeholders.
* Work with quality assurance analysts to collaborate in writing, reviewing and executing UAT scenarios, providing feedback, and approval for release.
* Work business stakeholders to collaborate in writing, reviewing, and executing UAT scenarios, providing feedback, and approval for release.
Explanation

The business analyst should work with business stakeholders to collaborate in writing, reviewing, and executing UAT scenarios, providing feedback, and approval for release. This is because UAT scenarios are based on real-world use cases and expectations of how users will interact with and benefit from the solution.

Business stakeholders are best suited to provide input and validation for UAT scenarios, as they represent the end-users or customers of the solution. The business analyst should facilitate the collaboration process by defining the scope, format, and criteria for UAT scenarios, and ensuring that they align with the user stories and acceptance criteria. The business analyst should also collect and document the feedback and approval from business stakeholders, and communicate them to the development team. References:

https://trailhead.salesforce.com/content/learn/modules/user-story-creation/user-acceptance-testing

Q40. Cloud Kicks is a rapidly growing company and has just expanded its team to include a business analyst (BA).

The IT directory has asked the BA to use application Lifecycle Management (ALM) for all Salesforce development projects.

Which step of the ALM cycle requires the BA to study current business process gather requirements, and analyze them?
* Test
* Plan
* Build

Q41. A business analyst (BA) is compiling a list of subject matter experts to consult throughout the discovery for a new Service Cloud implementation.

What is the primary value of the BA speaking with customer service reps?
* Validating current processes
* Estimating the project cost
* Building solution design consensus
Explanation

The primary value of the business analyst (BA) speaking with customer service reps during the discovery for a new Service Cloud implementation is validating current processes. Customer service reps are the end users of Service Cloud and they can provide valuable insights into how they perform their tasks, what challenges they face, and what expectations they have from the new system. The BA can use this information to validate or update the current process maps and identify areas for improvement. Estimating the project cost is not a value of speaking with customer service reps, as this is usually done by project managers or

sponsors based on resource allocation and budget constraints. Building solution design consensus is not a value of speaking with customer service reps, as this is usually done by solution architects or developers based on technical feasibility and best practices.
References:

https://trailhead.salesforce.com/content/learn/modules/business-analysis-for-salesforce-projects/understand-the-s

https://trailhead.salesforce.com/content/learn/modules/business-analysis-for-salesforce-projects/analyze-business

Q42. 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?
* Able to monitor the sales team’s performance
* Able to click the Run button on sales reports
* Able to view the sales team’s reports

Q43. The business analyst (BA) at Cloud Kicks is having a hard time documenting a user story to change an existing Opportunity flow for sales users. The architect expressed their concerns to the BA that they lack a comprehensive list of the components that will be affected by the updated flow.

Which best practice should the BA follow?
* Write the user story without making any assumptions about how it will be implemented or which components are affected.
* Ask the development team to investigate and document all affected components before the story can be written.
* Schedule additional discovery sessions with the sales users to understand what will be impacted by the changes.
Explanation

The best practice that the BA should follow is to schedule additional discovery sessions with the sales users to understand what will be impacted by the changes. Discovery sessions are meetings or workshops where the BA elicits, clarifies, and validates the needs, expectations, pain points, goals, and priorities of the stakeholders for a project. Discovery sessions help to gather more information and feedback from the stakeholders, understand their perspectives and preferences, identify the gaps and opportunities in their current process, and demonstrate the value and benefits of the proposed solution. By scheduling additional discovery sessions with the sales users, the BA can better understand their challenges and requirements, and document a comprehensive list of the components that will be affected by the updated flow.

References:https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-discovery/plan-and-facili

Q44. The business analyst (BA) at Northern Trail Outfitters is getting ready to kick off a new Service Cloud project with the retail division to turn on the Web-to-Case functionality. The BA wants to better understand business processes so they can accurately scope the project.

Which type of documentation should the BA utilize?
* Current state analysis
* Object models
* Use cases

Q45. A business analyst is using storytelling to communicate the vision for a Salesforce solution to business stakeholders.

Which storytelling technique should the BA use in their initial demo of a solution to business stakeholders?

* Highlight a perspective from testing feedback that identifies bugs and pain points in their business challenges.
* Give a perspective from a relatable persona that shows the development team can solve their business challenges.
* Describe a perspective from the business requirements document that addresses architectural concerns based on their business challenges.

Q46. The leadership team at Universal Containers (UC) is focused on customer retention. The business analyst (BA) has been asked 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?
* User Acceptance testing
* Journey Mapping
* Requirements Gathering
The type of session that the business analyst should perform to elicit user stories from UC’s customers is journey mapping. Journey mapping is a technique that involves creating a visual representation of the steps or stages that a customer goes through when interacting with an organization, product, or service. Journey mapping helps to capture the customer’s experience, needs, goals, pain points, emotions, and touchpoints across their entire lifecycle. Journey mapping also helps to identify any gaps or opportunities for improvement or innovation in the customer journey. Journey mapping can help elicit user stories from UC’s customers by allowing them to share their perspectives and feedback in their own words, as well as showing how the solution can add value and benefits to their journey. References:

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

Q47. A business analyst (BA) is working with the support team at Cloud Kicks (CK) on a Service Cloud implementation. The BA has decided to create a process map to understand CK’s current merchandise return process.

What are the top three benefits of creating a process map?
* Engages stakeholders, identifies improvements, and starts the change process
* Builds accountability, increases revenue, and decreases overall time spent on requirements
* Identifies improvements, decreases project costs, and starts the change process

Q48. Cloud Kicks uses declarative change set development to deliver its Salesforce customizations. The business analyst (BA) works with the technical leas 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?
* Metadata coverage report
* Object Schema Builder
* Setup Audit Trail
Explanation

The business analyst should use the metadata coverage report to determine which changes must be made manually in each environment. The metadata coverage report is a tool that shows which metadata types and components are supported in different development models and tools, such as change sets, Metadata API, Salesforce CLI, etc. The business analyst should use the metadata coverage report to identify which changes can be deployed automatically using declarative change sets and which changes must be made manually using other tools or methods. The object schema builder is not a resource to determine which changes must be made manually in each environment. The object schema builder is a tool that lets you create and modify custom objects and fields using a graphical interface. It does not show which metadata types and components are supported in different development models and tools. The setup audit trail is not a resource to determine which changes must be made manually in each environment. The setup audit trail is a tool that tracks the recent setup changes that you and other admins have made to your org. It does not show which metadata types and components are supported in different development models and tools.

References:https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-mod

Q49. Universal Containers is in the planning phase of a Salesforce project that will transform its retail locations.

The implementation team has had a difficult time determining the priorities and requirements of previous projects from people who would be directly impacted by the solution under consideration.

Which type of analysis should the business analyst recommend to ensure the implementation team avoids this challenge on the current project?
* Persona analysis
* Enterprise analysis
* Stakeholder analysis
Explanation

The type of analysis that the BA should recommend to ensure the implementation team avoids this challenge on the current project is stakeholder analysis. Stakeholder analysis is a technique that helps to identify and understand the people who are affected by or involved in a project, and their needs, expectations, interests, influence, and attitudes towards the project. Stakeholder analysis helps to avoid missing or overlooking important stakeholders, and to plan appropriate communication and engagement strategies for each stakeholder group. The other options are either irrelevant or insufficient. Option A does not address the challenge of identifying and understanding stakeholders, but rather their behaviors and preferences. Option B does not address the challenge of identifying and understanding stakeholders, but rather their organizational context and environment.

References:https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-stakeholder-management

Q50. Universal Containers has several independent Salesforce projects this quarter involving shared objects and a complex deployment process managed by a DevOps team. While smoke testing the shared user acceptance testing (UAT) environment, the business analyst (BA) noticed that one of the minor changes to the Account to the Account page layout for the project is missing. The client is eager to begin its UAT.

What should the BA do to address the issue?
* Make the page layout change directly in UAT so the client can begin testing.
* Log a defect for the page layout change and discuss it with the DevOps team.
* Ask the project manager to reschedule UAT until after the defect is resolved
The business analyst should log a defect for the page layout change and discuss it with the DevOps team to address the issue of one of the minor changes to the Account page layout for the project being missing. A defect is an error or flaw in an application that causes it to deviate from its expected behavior or result.

Logging a defect for the page layout change can help document the issue, its impact, and its priority, and assign it to someone responsible for fixing it. Discussing it with the DevOps team can help understand why the change was missing, how it can be resolved, and when it can be deployed. Making the page layout change directly in UAT so the client can begin testing is not a good option because it would bypass the development process, create inconsistency among environments, and introduce potential risks or errors. Asking the project manager to reschedule UAT until after the defect is resolved is not a good option because it would delay the testing schedule, impact the project timeline, and reduce customer satisfaction. References: 1

https://trailhead.salesforce.com/en/content/learn/modules/user-acceptance-testing-video/learn-about-user-accept

Q51. Universal Containers has asked a business analyst (BA) to assist the sales management team with a request for a new picklist field called “Lost Reason” on the Opportunity object with the goal of improving pipeline reports. After mapping the managers to the sales leader persona and obtaining feedback from them, the BA has discovered that the managers want to better understand Closed/Lost Opportunities so they can help sales teams close more deals.

Which option should the BA use to construct the user story?
* As a sales leader, I want to see more details on Closed/Lost Opportunities so I can help the sales team improve close rates.
* As a sales team member, I need additional enablement training and reporting information to help

the improve close rates.
* AS a sales leader, I need a new “Closed/Lost Reason” picklist field on Opportunities and better reports to help the sales team improve close rates.

Q52. The Cloud Kicks business analyst (BA) is frustrated because the requirements tracking spreadsheet is often incomplete or out-of-sync for the Slack transition project. The development team has recommended that the BA use a DevOps tool as an alternative.

What are the benefits of using a DevOps tool in this situation?
* Tracks changes on a daily basis and provides a history of changes
* Tracks changes for the testing team and provides access to user stories
* Tracks changes in real time and provides a single source of truth

Q53. The business analyst (BA) at Universal Containers needs to gather information for their project including the steps a user takes to accomplish a goal, challenges a user faces, people the user interacts with, applications they use to complete the steps, and their level of morale as they move through the process.

Which elicitation technique should the BA use?
* journey Mapping
* Survey /Questionnaire
* Focus Groups

Q54. 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 instead for all future releases.

What should the BA tell the executive?
* Work will begin after executive approval is given.
* Work will begin in the next sprint.
* Work will begin when capacity becomes available
Explanation

The business analyst should tell the executive that work will begin when capacity becomes available. This is because Kanban is a development model that focuses on continuous delivery and flow of work, rather than fixed iterations or sprints. Kanban uses a visual board that shows the status of work items across different stages, such as backlog, in progress, done, etc. Work items are pulled from one stage to another when there is available capacity or demand, rather than according to a predefined schedule or plan. Work will not begin after executive approval is given or in the next sprint because these are concepts that are more relevant for other development models such as change set development or org development. References:

https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-accepta

https://trailhead.salesforce.com/content/learn/modules/agile-development-with-scrum

Q55. A sales manager at Cloud Kicks recently learned about Salesforce Macros and believes service agents could benefit from the feature. The sales manager created the following user story: “As a service agent I want Salesforce Macros to complete repetitive tasks faster.” What should the business analyst change to improve the user story?

* Replace the specific feature with a goal.
* Change the user story to the sales manager persona.
* Add a quantifiable reason why the feature is needed.

Explanation

The user story should include a quantifiable reason why the feature is needed. This helps to define the value or benefit that the user expects from the feature, and provides a basis for prioritizing, testing, and accepting the user story. A quantifiable reason should be specific, measurable, achievable, realistic, and time-bound. For example, “As a service agent I want Salesforce Macros to complete repetitive tasks faster so that I can reduce my average case resolution time by 10%.” The other options are either irrelevant or incorrect. Option A does not improve the user story, but rather makes it more vague and ambiguous. Option B does not improve the user story, but rather changes the user role and perspective. References:

https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories

Q56. The business analyst (BA) at universal Containers is grooming user stories to add to the next sprint The BA Is having difficulty understanding the level of testing that’s necessary for a particular story involving an update to an Important trigger.

What should the BA do to address the need for user acceptance testing (UAT)?

* Run all Apex tests using change set validation.
* Gather testing requirements from the stakeholder.
* Perform testing on all objects in the trigger.

The business analyst should gather testing requirements from the stakeholder to address the need for user acceptance testing (UAT) for a particular story involving an update to an important trigger. UAT is end-user testing performed in a sandbox or test environment to verify that a project or enhancement works as intended and what was originally requested is actually being delivered. The business analyst should gather testing requirements from the stakeholder to understand what scenarios or cases need to be tested, what data or inputs need to be used, what outputs or results need to be expected, and what criteria or metrics need to be measured.

The business analyst should also document and communicate these testing requirements to the testers and developers involved in UAT. Running all Apex tests using change set validation is not an action that the business analyst should take to address the need for UAT for a particular story involving an update to an important trigger. Running all Apex tests using change set validation is a process that checks whether deploying a change set would succeed or fail in another org without actually deploying it. Running all Apex tests using change set validation helps ensure code quality and coverage but does not verify whether a project or enhancement meets user needs or expectations. Performing testing on all objects in the trigger is not an action that the business analyst should take to address the need for UAT for a particular story involving an update to an important trigger. Performing testing on all objects in the trigger is a process that checks whether the trigger works correctly and consistently for all objects that it affects. Performing testing on all objects in the trigger helps ensure functionality and performance but does not verify whether a project or enhancement meets user needs or expectations. References:

https://trailhead.salesforce.com/en/content/learn/modules/user-acceptance-testing-video/learn-about-user-accepta

Q57. A business analyst is working with a new customer on a Sales Cloud implementation. The executive sponsor for the project is new to the company and their role as VP. The sponsor has inherited functional requirements from the previous VP that were gathered 9 months ago. The project start date has yet to be defined. The sponsor wants to use the inherited requirements in lieu of a traditional discovery process.

What is the largest risk with this approach?

* The previous VP’s requirements fail to meet current formatting standards.
* The previous VP’s requirements may differ from those of the new executive.
* The previous VP’s requirements are outside of the Salesforce framework.

Explanation

The largest risk with using the inherited requirements instead of conducting a discovery process is that the requirements may not reflect the current needs and expectations of the new executive sponsor. The sponsor may have different goals, priorities, preferences, or assumptions than the previous VP, and may not agree with or support the inherited requirements. This could lead to misalignment, dissatisfaction, scope creep, or project failure. Therefore, the BA should conduct a discovery process with the new sponsor to validate and update the requirements as needed. References:

https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-discovery/understand-the-discovery-