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QUESTION 1

The VP of sales at Clod Kicks wants to streamline the lead qualification process to improve the team's productivity and help them reach their target 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 lead data from each team and building charts to highlight similarities
- B. Evaluating team's skill and experience to determine how they can better align.
- C. Scheduling and all-day collaboration workshop with both team to resolve their differences

Correct Answer: C

QUESTION 2

Universal Containers is nearing the launch date for its new Salesforce Loyalty Management program. The business analyst (BA) has ensured the user acceptance testing (UAT) plan has the proper test scripts. What is another important item the BA should look for in the UAT plan?

- A. Estimated cost
- B. Timelines
- C. Process maps

Correct Answer: B

QUESTION 3

The business analyst (BA) at Cloud Kicks (CK) is writing user stories for an upcoming Commerce Cloud website release. One of the requirements from the technical team is to perform stress testing for an upcoming promotion. The BA is

translating the requirement into a user story.

Which user story most accurately represents the goal?

- A. As a visitor to the CK website, I want to make sure that I can shop without disruption during a large promotion so I have a frictionless shopping experience.
- B. As a site administrator of the CK website, I want to make sure that the web server can process requests at 150% of the average traffic rate during the latest promotion.
- C. As a user, I want to make sure that shoppers on the CK website can complete their purchases without disruption during the newest promotion.

Correct Answer: B

QUESTION 4

Northern Trail Outfitters has decided to implement Sales Cloud. A business analyst (BA) has been assigned to document the requirements for this project. What should the BA include in these requirements?

- A. Detailed documentation of technical solution
- B. Test scripts to validate requirements
- C. High-level description of required functionality

Correct Answer: C

QUESTION 5

Management at Cloud Kicks has asked a business analyst (BA) to gain alignment from a group of people to determine what is in scope and out of scope on a Salesforce project. Which group should the BA include early in the scoping process?

- A. Personas
- B. Stakeholders
- C. Scrum team

Correct Answer: B

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