



Free Salesforce Certified Business Analyst (BA-201) Practice Questions

Shared by Munoz on 13-08-2026

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Question 1

Question Type: MultipleChoice

At Cloud Kicks (CK), the marketing director's management style is results-driven. CK uses scrum methodology when developing improvements to its Salesforce org. The director requests urgent enhancements in the middle of a sprint that require changes by the development team. The director believes their needs are of the highest importance.

What should the business analyst do when disruptions to the project occur?

Options:

- A- Focus on the agreed upon deliverables instead of the new requests to prevent overallocation of resources.
- B- Ask the project manager for an additional resource to implement the new requests.
- C- Interpret the requests as guidelines to be used when determining priorities for the upcoming release.

Answer:

C

Explanation:

The best way for a business analyst to handle disruptions to the project from urgent requests by the marketing director is to interpret them as guidelines to be used when determining priorities for the upcoming release. This will help them balance between meeting stakeholder expectations and following scrum methodology principles. Focusing on agreed upon deliverables instead of new requests may ignore changing business needs or miss opportunities for improvement. Asking for an additional resource to implement new requests may increase complexity or cost without adding value or quality. Reference: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders>

Question 2

Question Type: MultipleChoice

Which step should a business analyst take to establish a connection with stakeholders during discovery sessions for a new Experience Cloud site?

Options:

- A- Highlight their related Salesforce certifications to showcase expertise.
- B- Share insights empathetically based on prior work that has solved similar problems.
- C- Ensure the workshop schedule considers time zones and language differences.

Answer:

B

Explanation:

Establishing a connection during discovery sessions requires empathy and relatable expertise:

Building Rapport: Sharing examples from previous projects demonstrates understanding of stakeholder challenges and builds trust.

Solution-Oriented Discussions: Salesforce emphasizes empathy and relevant expertise to foster collaboration and align on project goals.

Effective Communication: This approach ensures stakeholders feel understood and confident in the BA's ability to address their specific needs.

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) is working with an implementation partner to transform its customer support team with Service Cloud. A new business analyst (BA) who is a replacement from the partner was introduced to NTO stakeholders during the discovery phase of the project. The new BA is still getting to know each of the stakeholders when they start the requirements workshop. The BA asks a stakeholder a discovery question and they seem irritated.

What should the BA do to build trust with the stakeholder as the project continues?

Options:

- A- Set up a casual meeting to create a personal connection with the stakeholder.
- B- Reset project expectations at the next meeting with the stakeholder.
- C- Ask an executive sponsor to address the stakeholder's concerns.

Answer:

A

Explanation:

The business analyst should set up a casual meeting to create a personal connection with the stakeholder to build trust with them as the project continues. A casual meeting is an informal conversation that allows the business analyst and the stakeholder to get to know each other better, share their backgrounds and interests, and establish rapport and empathy. A casual meeting can help to ease any tension or frustration that may have arisen during the discovery session, as well as show respect and appreciation for the stakeholder's input and feedback.

Reference:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/stakeholder-management>

Question 4

Question Type: MultipleChoice

The business analyst (BA) at Universal Containers is also its primary system admin. The BA knows that version is mandatory when it comes to releasing.

What is the most efficient process for the BA to track the changes they are committing?

Options:

A- Agile planning

B- DevOps

C- Metadata backups

Answer:

B

Explanation:

DevOps is a set of practices that combines software development and IT operations to deliver software faster and more reliably. DevOps helps business analysts and system admins track the changes they are committing to Salesforce by using tools such as version control, continuous integration, continuous delivery, and testing automation.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/implement-devops>

<https://www.salesforce.com/products/platform/best-practices/devops/>

Question 5

Question Type: MultipleChoice

As a part of discovery, the business analyst (BA) at Universal Containers is trying to understand how Salesforce was implemented.

What should the BA utilize to help uncover any technical constraints or potential problems in a Salesforce implementation?

Options:

- A- Salesforce Optimizer
- B- Setup Audit Trail
- C- Reports and Dashboards

Answer:

A

Explanation:

The tool that the business analyst should use to help uncover any technical constraints or potential problems in a Salesforce implementation is Salesforce Optimizer. Salesforce Optimizer is a feature that analyzes a Salesforce org and provides recommendations for improving its performance, security, usability, and maintenance. It can help the business analyst identify any issues or risks in a Salesforce implementation such as unused features or components, complex configurations or customizations, low adoption rates or user satisfaction scores, etc. Setup Audit Trail is a tool that monitors and logs changes made by administrators in Setup. It can help the business analyst track who made what changes and when, but not uncover any technical constraints or potential problems in a Salesforce implementation. Reports and Dashboards are tools that display data or metrics in visual formats such as charts or tables.

Question 6

Question Type: MultipleChoice

The business analyst (BA) at Cloud Kicks is managing a project to build a recruiting app for the management and human resources (HR) teams. The HR director wants the app to help the team navigate the hiring process more efficiently. The BA designs a Stakeholder Wheel to better understand all of the people with an interest in the project.

Which level of influence should the BA place the HR Director on the stakeholder wheel?

Options:

- A- The Sponsor
- B- The Enterprise
- C- The project



Answer:

C

Explanation:

The level influence that business analyst should place HR Director stakeholder wheel project stakeholder wheel tool identifies understands needs expectations interests influence power stakeholders involved project stakeholder wheel has four levels influence sponsor project enterprise environment sponsor highest level influence project second highest level influence enterprise third highest level influence environment lowest level influence HR Director should placed project level influence stakeholder wheel HR Director makes decisions determines priorities requirements project HR Director also directly affected outcome project.

The sponsor is not level influence that business analyst should place HR Director stakeholder wheel sponsor highest level influence stakeholder wheel sponsor provides funding resources support project sponsor also defines vision objectives success criteria project HR Director not sponsor project unless also provides funding resources support project.

The enterprise is not level influence that business analyst should place HR Director stakeholder wheel enterprise third highest level influence stakeholder wheel enterprise includes internal individuals teams groups affected outcome project but not actively contribute project enterprise also includes policies procedures standards guidelines govern project HR Director not enterprise unless also affected outcome project but not actively contribute project.

Question 7

Question Type: MultipleChoice

Support managers at Cloud Kicks have received urgent feedback from staff that record pages are slow to respond and users are growing frustrated. The business analyst (BA) has been asked to evaluate to determine which pages are being accessed most frequently and which pages are the slowest to load.

What is the first step the BA should take to help resolve the issue?

Options:

- A- Update page layouts in production.
- B- Create a test plan for each web browser.
- C- Confirm steps to reproduce the issue.

Answer:

C

Explanation:

The first step that the business analyst should take to help resolve the issue is to confirm steps to reproduce the issue. Reproducing an issue means following the same steps or actions that caused the issue to occur in order to verify its existence and severity. Reproducing an issue helps to confirm whether it is a real bug or a human error, as well as gather more information about its root cause, impact, frequency, etc. Reproducing an issue also helps to document it clearly and accurately for reporting and resolution purposes. Reference: <https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/report-and-resolve-issues>

Question 8

Question Type: MultipleChoice

A business analyst (BA) at Cloud Kicks is preparing for a user acceptance testing (UAT) session to release a record-triggered flow that notifies account and opportunity owners once a quote has been accepted.

What should the BA do during UAT to ensure the solution meets the requirements?

Options:

- A- Work with subject matter experts to perform UAT in a sandbox.
- B- Work with the solution architect to perform unit testing in a sandbox.
- C- Work with the quality assurance (QA) team to perform UAT in a sandbox.

Answer:

A

Explanation:

This answer states that working with subject matter experts to perform UAT in a sandbox is what the BA should do during UAT to ensure that a record-triggered flow that notifies account and opportunity owners once a quote has been accepted meets the requirements for Cloud Kicks. Subject matter experts are people who have specialized knowledge or skills in a specific domain or area, such as sales, service, marketing, or accounting. Working with subject matter experts can help the BA to test and validate that the record-triggered flow works as expected and meets their needs and expectations. A sandbox is a copy of a Salesforce org that is used for development, testing, or training purposes. Performing UAT in a sandbox can help the BA to test and validate the record-triggered flow in a safe and isolated environment, without affecting the production org or data. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills>

Question 9

Question Type: MultipleChoice

A business analyst (BA) at Northern Trail Outfitters is mapping a workflow process to onboard a new user group to a Service Cloud implementation.

Which level of detail should the BA use for the process map and why?

Options:

- A- Very detailed---It should be prescriptive for new users following an unfamiliar process.
- B- Somewhat detailed---Since the process will be repetitive, new users will learn and remember the details.
- C- Simple---A high-level overview of the process is sufficient to show a new user experience.

Answer:

B

Explanation:

The level of detail that the business analyst should use for the process map and why is somewhat detailed. This is because the process map should provide enough information to guide new users through the onboarding process, but not overwhelm them with too much detail that may be irrelevant or unnecessary. Since the process will be repetitive, new users will learn and remember the details over time, and they can always refer back to the process map if needed. The process map should include the main steps, decisions, inputs, outputs, and roles involved in the onboarding process, as well as any exceptions or variations. The process map should also use clear and consistent terminology, symbols, and notation to ensure readability and understanding. Reference:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping>



Question 10

Question Type: MultipleChoice

Universal Containers is beginning a Commerce Cloud project with a new client. The business analyst (BA) wants to leverage customercentric discovery to ensure a successful project outcome.

How can the BA put this into action before the first requirements workshop?

Options:

- A- Navigate the client's online purchasing process.
- B- Research the background of the client's Salesforce team.
- C- Develop preliminary technical specifications.



Answer:

A

Explanation:

Customer-centric discovery aims to understand the client's current processes and pain points from the customer's perspective:

Experience Perspective: By navigating the online purchasing process, the BA gains firsthand insight into the client's existing customer journey, a fundamental step in Salesforce Commerce Cloud projects to identify gaps and improvement areas.

Preparation for Workshops: Salesforce Business Analysts are encouraged to come to workshops with contextual understanding of the business processes, aligning directly with project goals.

Focus on Outcomes: Engaging with the client's purchasing process ensures the BA aligns the Commerce Cloud solution with the customer's needs and expectations, critical for a successful implementation.

Question 11

Question Type: MultipleChoice

Universal Container wants to build a Salesforce application to manage its recruitment lifecycle. The project lead wants to identify the key recruitment steps and stakeholders in a visual format.

What should the business analyst do to meet the requirement?

Options:

- A- Map the business process.
- B- Review department procedures and consult the org chart.
- C- Create an entity relationship diagram.

Answer:

A

Explanation:

The best tool for identifying the key recruitment steps and stakeholders in a visual format is to map the business process. Business process mapping is a technique that helps to create a visual representation of a business process. It shows the steps, inputs, outputs, roles, and decisions involved in the process. Business process mapping helps to understand the current state of the process, identify areas for improvement, and design the future state of the process. A BA should use business process mapping to identify the key recruitment steps and stakeholders for the Salesforce application. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/understand-process-mapping>

Question 12

Question Type: MultipleChoice

Northern Trail Outfitters has a large Salesforce org with sales, marketing, and billing teams pushing for the development of a large number of items in the backlog.

Which management process should the business analyst suggest to help the teams align on their competing priorities?

Options:

- A- Integrated Definition for Process Description Capture Method (IDEF3)
- B- Vision, Values, Methods, Obstacles, and Measures (V2MOM)
- C- Business Process Modeling Notation (BPMN)

Answer:

B

Explanation:

The management process that the business analyst should suggest to help the teams align on their competing priorities is Vision, Values, Methods, Obstacles, and Measures (V2MOM). V2MOM is a framework that helps to define and communicate a shared vision and strategy for a project or organization. V2MOM stands for Vision (what you want to achieve), Values (what's important to you), Methods (how you will get it done), Obstacles (what might stand in your way), and Measures (how you will know when you're successful). V2MOM helps to align teams on their common goals and priorities, as well as track their progress and results. Reference: <https://trailhead.salesforce.com/content/learn/modules/v2mom-align-your-vision-and-values/v2mom-introduction>

Question 13

Question Type: MultipleChoice

The sales team at Universal Containers has concerns that the process for distributing new leads is too slow. The VP of sales has engaged a business analyst (BA) to help map out a process to distribute new leads quickly. The BA sets up a meeting with stakeholders and learns a stakeholder already has a solution in mind.

What should the BA do next?

Options:

- A- Implement the solution now to save time in the planning phase.
- B- Ask the stakeholder to demo their solution to the project team.
- C- Gather requirements and then note the proposal solution.

Answer:

C



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