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**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR
(GIET UNIVERSITY)**



M.B.A. (Fourth Semester) Regular Examinations, May – 2025
23MBAPC24002 – Salesforce Business Analysis-II
(MBA)

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A**(2 x 5 = 10 Marks)**Q.1. Answer **ALL** questions

- Differentiate Between Sympathy and Empathy.
- Describe the benefits of process mapping.
- Value of Business Analysis.
- Define empath.
- Explain user story in the context of software development.

CO #	Blooms Level
CO1	K1
CO2	K2
CO2	K2
CO3	K2
CO4	K2

PART – B**(10 x 5 = 50 Marks)**Answer **all the** questions

- | | Marks | CO # | Blooms Level |
|---|-------|------|--------------|
| 2. a. Define Skilled Relationship with its functions. | 10 | CO1 | K1 |
| OR | | | |
| b. Explain the role of User Experience (UX) in business analysis. How does understanding UX improve project outcomes. | 10 | CO2 | K2 |
| 3. a. Identify the common approach for creating process maps. | 10 | CO3 | K3 |
| OR | | | |
| b. Explain the Change Set Developmental Model. What are the key steps involved in planning and deploying changes in an organization. | 10 | CO2 | K2 |
| 4. a. Follow best practices to develop skilled relationships. | 10 | CO3 | K3 |
| OR | | | |
| b. Elaborate integration testing? Explain its purpose and how it fits into the Change Set Developmental Model. | 10 | CO3 | K3 |
| 5. a. Describe the purpose & benefits of process mapping. | 10 | CO2 | K2 |
| OR | | | |
| b. Discuss the tools used in UX design and feedback collection. How do these tools support continuous improvement in product development. | 10 | CO4 | K3 |
| 6. a. Explain the role of empathy in relationship building and how it contributes to skilled relationship development. | 10 | CO2 | K1 |
| OR | | | |
| b. Discuss how business process mapping adds value to business analysis. Provide real-world examples of its impact. | 10 | CO4 | K2 |

End of Paper