

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

M.B.A. (Third Semester) Regular Examinations, January – 2025

23MBAPC23004 – Sales Force Business Analysis-1

(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

	CO #	Blooms Level
a. Analyse Knowledge in BA.	CO1	K1
b. Analyze "Definition of Done" and its role in Agile workflows.	CO2	K2
c. Describe Salesforce AI and its contribution to improving decision-making processes.	CO2	K3
d. Write about Salesforce Customer 360, and how does it help organizations create a unified view of their customers?	CO3	K2
e. Explain Peter Drucker's perspective on the relationship between leadership and organizational change.	CO4	K2

PART – B

(10 x 5 = 50 Marks)

Answer **All the** questions

	Marks	CO #	Blooms Level
2. a. Discuss types of analysis and their applications	5	CO1	K1
b. Write techniques for information discovery.	5	CO2	K2
OR			
c. TechSoft Solutions, a mid-sized software development company, specializes in delivering custom software applications to clients in various industries. With increasing competition and evolving customer demands, the company's traditional waterfall project management approach began to show limitations. Projects often faced delays, cost overruns, and lack of flexibility to incorporate client feedback during development. Recognizing these challenges, TechSoft Solutions decided to transition to Agile methodology to enhance project efficiency and customer satisfaction.	10	CO3	K3
3. a. Highlight differences between Scrum and Kanban workflows.	5	CO2	K2
b. Outline the steps for running a scan using Salesforce Optimizer and reviewing findings.	5	CO3	K2
OR			
c. Compare Scrum and Kanban workflows with emphasis on their suitability for Salesforce.	10	CO3	K2
4. a. Explain the importance of communication skills for a Business Analyst.	5	CO2	K3
b. Describe the concept of V2MOM in organizational alignment.	5	CO4	K3
OR			
c. Elaborate key skills of BA with a case.	10	CO3	K1
5. a. Explore the significance of various documentation types in ensuring project success.	10	CO1	K2

OR

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| b. | Highlight key differences between the roles of Admin and Business Analyst in Salesforce. | 5 | CO4 | K3 |
| c. | State reasons behind Salesforce adopting Agile methodologies. | 5 | CO4 | K3 |
| 6. a. | Compare the Salesforce Admin and Business Analyst roles in terms of responsibilities, skills, and organizational impact. | 10 | CO2 | K1 |

OR

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| b. | Discuss the integration of Lean Principles with Agile methodologies in Salesforce for enhanced efficiency. | 10 | CO3 | K2 |
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End of Paper