Microsoft

Exam Questions MB-280

Microsoft Dynamics 365 Customer Experience Analyst

NEW QUESTION 1
- (Topic 1)
You need to ensure the active stage of the business process flow is visible in the view. Which two actions should you perform? Each correct answer presents a complete solution. Choose two. NOTE: Each correct selection is worth one point.

A. Add a page for the Onboard new pet table to the Sales Professional app.
B. Add columns from the stable to the Active Onboard new pet view.
C. Add columns from the Pet table to the All Onboard new pet view.
D. Create a new column on the Pet table named "Onboarding stage" and add it to the Active pets view.

Answer: BD

Explanation:
? Adding Columns to the Active Onboard New Pet View (Option B):
? Creating and Adding a New "Onboarding Stage" Column (Option D):
? Other Options:
References from Microsoft Documentation:
? For configuring views and columns in Dynamics 365, refer toCreate and edit views.

NEW QUESTION 2
- (Topic 1)
You need to identify the duplicate pet records, so they can be manually merged by the carer. What must you create?

A. Two duplicate detection jobs and two duplicate detection rules
B. One duplicate detection job and three duplicate detection rules.
C. Two duplicate detection jobs and three duplicate detection rules.
D. Three duplicate detection rules only.

Answer: B

Explanation:
? To identify duplicate records, you need to configure bothduplicate detection rulesandduplicate detection jobs.
? Since Terra Flora requires identifying duplicate pet records across various fields, creatingthree duplicate detection rulesis likely necessary to cover different columns (such as name, breed, and dietary requirements) in the Pet table.
? One duplicate detection jobis sufficient to run these rules concurrently, scanning the database for duplicates across the specified columns. This job can be scheduled or run manually.
? Option Bis correct as it ensures comprehensive coverage with three rules addressing various fields and one job to manage the duplicate detection process.
References from Microsoft Documentation:
? For guidance on setting up duplicate detection jobs and rules, refer toDetect duplicate records in Dynamics 365.

NEW QUESTION 3
- (Topic 1)
You need to configure the required audit settings.
Which two actions should you perform? Each correct answer presents part of Ihe solution. Choose two. NOTE: Each correct selection is worth one point.

A. Enable auditing on the Dietary requirements column.
B. Enable auditing on the Pettable.
C. Enable auditing on the Contact tab\e.
D. Enable auditing on the Email address column.
E. Enable Start read auditing in system settings.
F. Enable Audit user access in system settings.

Answer: AB

Explanation:
? Enable Auditing on Columns (Options A and D):
? Enable Auditing on Pet and Contact Tables (Options B and C):
? Enable Audit User Access (Option F):
? Option E (Start Read Auditing):
References from Microsoft Documentation:
? For setting up auditing, seeAuditing overview for Dynamics 365.

NEW QUESTION 4
- (Topic 2)
You need to build a trigger-based journey to send the "Getting started" emails requested by the global sales lead. Which trigger should you use to start the journey?

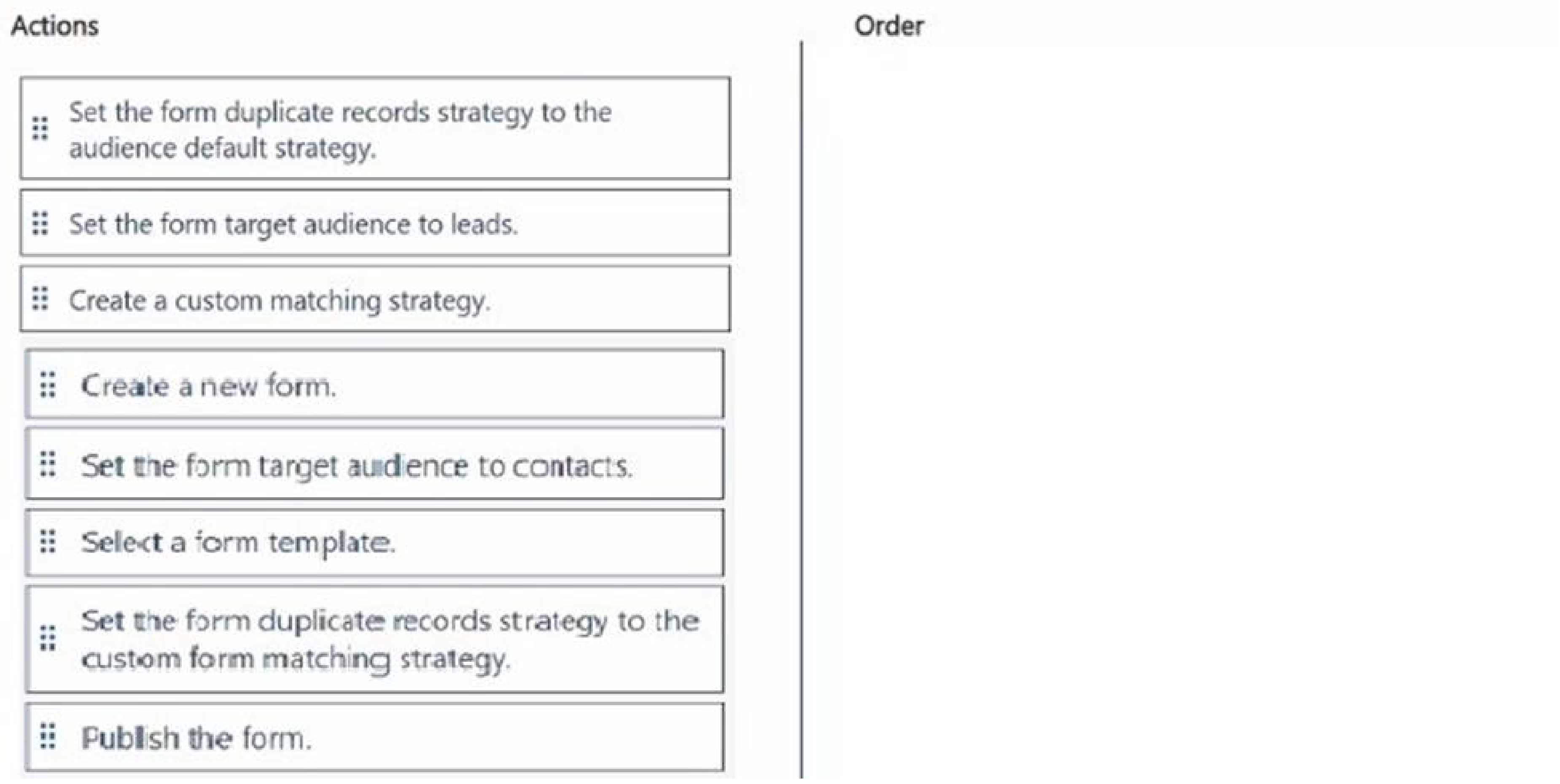
A. Dataverse record change trigger
B. Custom trigger with lead profile data
C. Custom trigger with contact profile data
D. Email Link Clicked interaction trigger

Answer: A

Explanation:
To build a trigger-based journey that sends "Getting started" emails when an opportunity is marked as "Won," the appropriate trigger to use is theDataverse record change trigger. This trigger is specifically designed to initiate actions based on changes in

Microsoft Dataverse records, which are integral to Dynamics 365. Here??s the detailed reasoning:
? Dataverse Record Change Trigger:
? Why Not Other Triggers?
Microsoft Dynamics 365 References:
? Create and manage trigger-based journeys
? Work with Dataverse triggers in journeys
By using theDataverse record change trigger, you ensure that the journey aligns directly with the sales process and automatically sends the "Getting started" email when an opportunity reaches the "Won" status, as requested by the global sales lead.

NEW QUESTION 5
DRAG DROP - (Topic 2)
You need to configure a new Customer Insights - Journeys form to satisfy the digital sales team lead's request.
Which five required actions should you perform in sequence? To answer, move the five appropriate actions from the list of actions to the answer area. Arrange the five actions in the correct order.

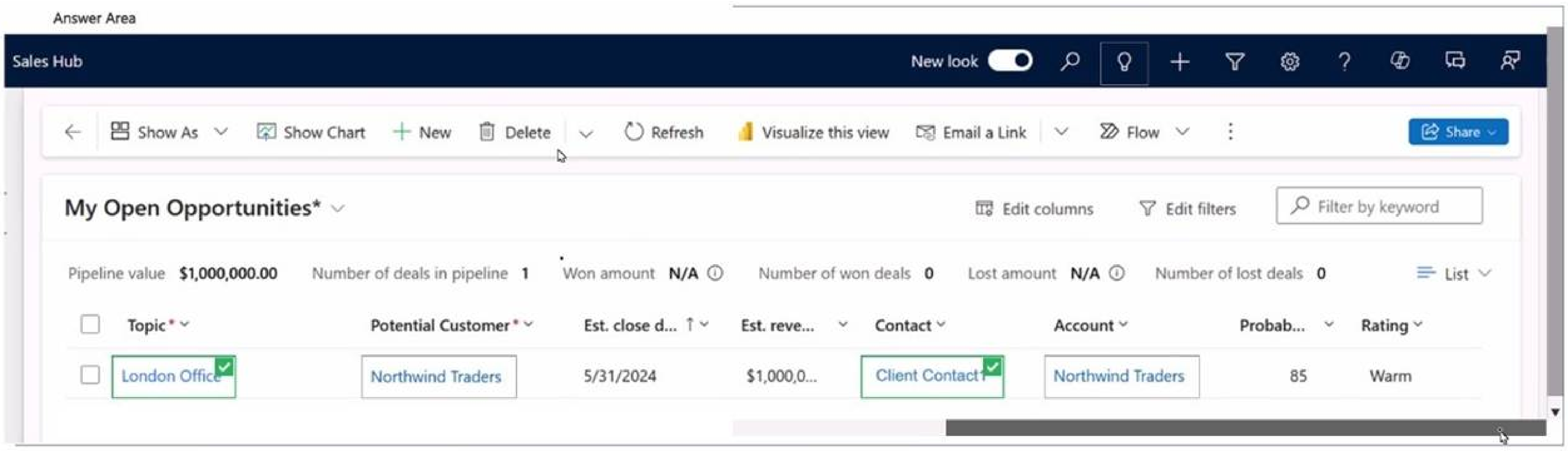


A. Mastered
B. Not Mastered

Answer: A

Explanation:
Here??s the correct sequence to configure a new Customer Insights - Journeys form to handle lead duplicates automatically, as per the requirements:
Create a new form:
Start by creating a new form within Customer Insights - Journeys. This is the initial step to set up a form that will capture new leads.
Select a form template:
Choose a template that best fits the purpose of the form. This provides a structure for the form fields and layout, streamlining the setup process.
Set the form target audience to leads:
Since the form will be capturing lead information, specify that the form??s target audience is ??leads.?? This will ensure that the data is processed and stored as lead records.
Set the form duplicate records strategy to the audience default strategy:
Define how duplicate records are managed. First, apply the default duplicate record strategy for leads. This sets an initial strategy for managing duplicates.
Publish the form:
After completing the setup and configuring the necessary options, publish the form to make it available for use.
Additional Context:
The Create a custom matching strategy and Set the form duplicate records strategy to the custom form matching strategy steps are optional and can be used for further refinement if the default strategy does not meet specific requirements for matching leads based on certain criteria.
By following these steps, you ensure the form is configured for capturing leads and
manages duplicates effectively based on the default duplicate record strategy. Microsoft Dynamics 365 References:
Set up a Customer Insights - Journeys form Duplicate Detection Rules in Dynamics 365

NEW QUESTION 6
HOTSPOT - (Topic 2)
BDM1 has returned from vacation and needs to catch up on their scheduled tasks and activities.
Which two items can BMD1 select to see a reminder card for the meeting BDM2 scheduled in the assistant? To answer, select the appropriate options in the answer area.
NOTE: Each correct selection is worth one point.



A. Mastered
B. Not Mastered

Answer: A

Explanation:
? Show As
? Visualize this view
To catch up on scheduled tasks and activities, BDM1 can use specific features in the Dynamics 365 Sales Hub interface. Here??s how they work in this scenario:
? Show As:
? Visualize this view:
Microsoft Dynamics 365 References:
? Using assistant cards in Dynamics 365 Sales
? Configuring views and visualizations in Dynamics 365
By selecting these options, BDM1 can effectively access and view the assistant card related to the scheduled meeting, facilitating a quick catch-up on all pending activities.

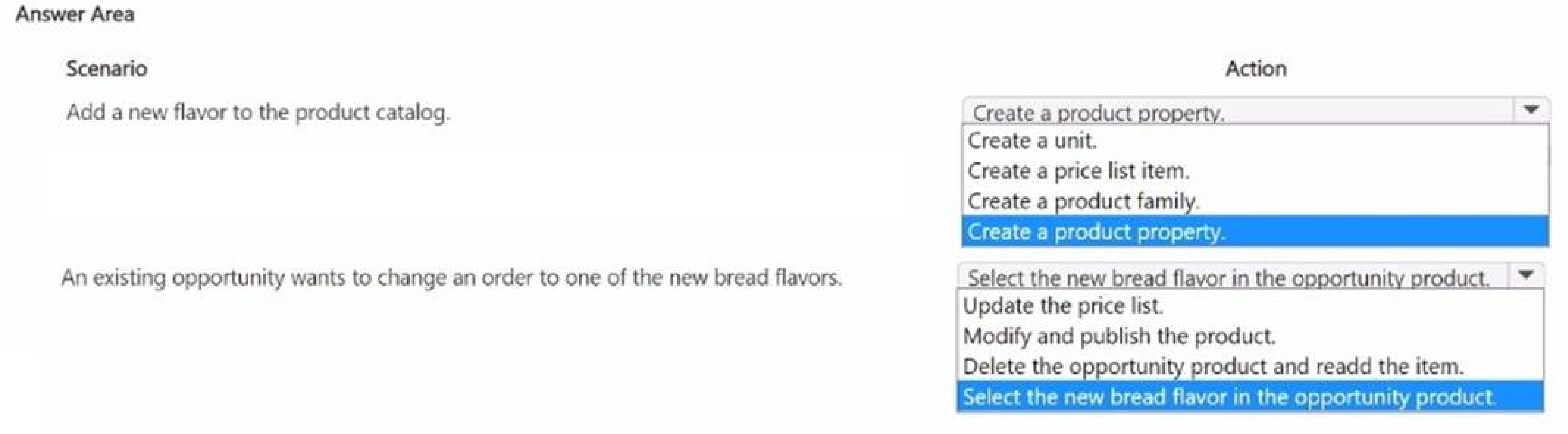
NEW QUESTION 7
- (Topic 2)
You need to update the role configuration for the digital sales team to enable the capability requested. What two actions should you perform? Each correct answer presents part of the solution. Choose two. NOTE: Each correctselection is worth one point.

A. Grant View Audit Summary permissions to the Digital seller security role.
B. Assign the Sales Copilot user role to the members of the digital sales team.
C. Grant View Audit History permissions to the Digital seller security role.
D. Grant View Audit Partitions permissions to the Digital seller security role.

Answer: BC

Explanation:
To enable the digital sales team's request to use Copilot for summarizing changes to lead records, you need to ensure that they have the necessary permissions and access to the required features. Here??s how to proceed:
? Assign the Sales Copilot User Role:
? Grant View Audit History Permissions:
By implementing these two actions, the digital sales team will have both the necessary access to Copilot features and the required permissions to audit lead record changes, enabling them to leverage Copilot for summarizing changes to leads effectively.

NEW QUESTION 8
HOTSPOT - (Topic 3)
A bakery uses Dynamics 365 Sales. All loaves of bread sold at the bakery are priced the same. Special bread flavors are developed regularly.
You need to add a new flavor to the product catalog.
What should you do for each scenario? To answer, select the appropriate options in the answer area.
NOTE: Each correct selection is worth one point.



A. Mastered
B. Not Mastered

Answer: A

Explanation:
A white background with black text
Description automatically generated
? Scenario 1: Adding a New Flavor to the Product Catalog

NEW QUESTION 9
- (Topic 3)
A company is using Dynamics 365 Sales to provide quotes to their customers.
Preferred customers must be granted a separate flat rate discount on specific products, depending on their countries or regions. What should you create?

A. A discount list for Preferred Customers.
B. A sequence command step.
C. A product bundle for each country/region.
D. A price list for the currency of each country/region.

Answer: A

Explanation:
? Understanding the Requirement:
? Solution - Creating a Discount List:
Reference:Microsoft Documentation - Configure Discount Lists in Dynamics 365
Steps to Create a Discount List for Preferred Customers:
Navigate toSettings>Product Catalog>Discount Lists.
Create a new Discount List and specify criteria for preferred customers.
Add discount values for the specific products and set conditions based on regions or countries as needed.
Save and publish the Discount List for it to be available for quotes.
By using a Discount List, the company can apply specific discounts to preferred customers while taking into account regional pricing variations, providing a tailored and efficient solution for quote management.

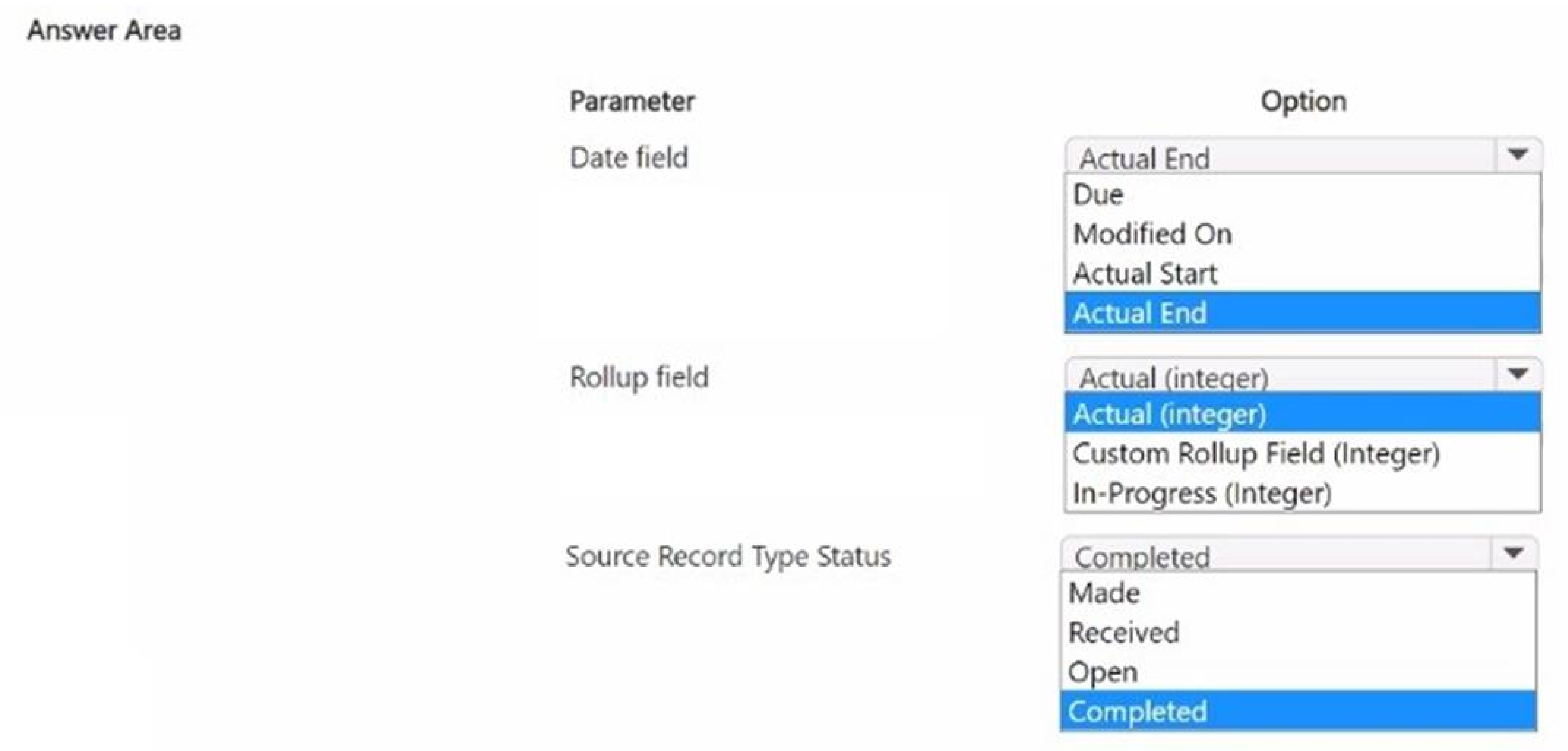
NEW QUESTION 10
- (Topic 3)
A large construction company uses Dynamics 365 Sales to manage their sales pipeline.
All future jobs are logged in the system as opportunities. Depending on the type o(work, some opportunities close faster, and others take longer due to dependency on the third- party vendors.
The sales team does NOT currently use the "On hold* option, as it does NOT provide enough details.
When working with open opportunities, the sales manager wants to know whether opportunities are pending permits or require asbestos removal.
You need to ensure that a salesperson can only select the "Pending Permits" or "Asbestos Removal" option when working with their opportunities to indicate the deal is taking longer.
What should you do?

A. Edit the statuscodecolumn: add "Asbestos Removal" and 'Pending Permits" status values to the "Open" status reasons.
B. Edit the statecode column: rename the "Open" status value to "Asbestos Removal" and add a new "Pending Permits" status value.
C. Edit the statecode column: rename the "On hold" status to "Asbestos Removal" and add a new 'Pending Permits" status value.
D. Edit the statuscode column: add "Pending Permits" to the "Open" status reason values, and rename "On hold" to "Asbestos Removal."

Answer: A

Explanation:
? Understanding the Statuscode and Statecode Columns:
Reference:Microsoft Documentation - Statecode and Statuscode in Dynamics 365
Modifying Status Reasons for Open Opportunities:
The construction company wants to indicate when opportunities are delayed due to specific external factors. To accommodate this, they need specific status reasons like "Pending Permits" and "Asbestos Removal."
By adding these as status reasons under the "Open" state, you enable sales team members to select these options directly from their current status options.
Reference:Microsoft Documentation - Customize Status Reasons for Opportunity
Steps to Add New Status Reasons to Open Opportunities:
Navigate to Solution:Go to the Dynamics 365 Sales app, then to Settings > Customizations > Customize the System.
Locate the Opportunity Entity:In the default solution, find and expand the "Entities" list, then select "Opportunity."
Edit Statuscode Values:Within the "Opportunity" entity, select "Fields," then find and edit the statuscode field. Here, you can add new options under the "Open" status. Add "Pending Permits" and "Asbestos Removal."
Publish the Changes:After adding and saving the new status reasons, publish the changes so that they are available to users.
Verifying Custom Status Reason Visibility:
Ensure the new options are available on the Opportunity form for selection.
Test by opening an Opportunity and confirming that the "Pending Permits" and "Asbestos Removal" options are available under the Open status reasons.
Reference:Microsoft Documentation - Publishing Customizations in Dynamics 365
By following these steps, the sales team can now use specific status reasons to indicate why certain opportunities are delayed, providing clearer visibility into the sales pipeline's status.

NEW QUESTION 10
HOTSPOT - (Topic 3)
A sales manager wants to set up goals for all salespeople. The goal measurement is based on the total outgoing calls finished each year. The goals for the fiscal year are based on a calendar year (January - December).
You need to create the rollup query for the goal metrics.
Which option should you select? To answer, select the appropriate options in the answer area.
NOTE: Each correct selection is worth one point.

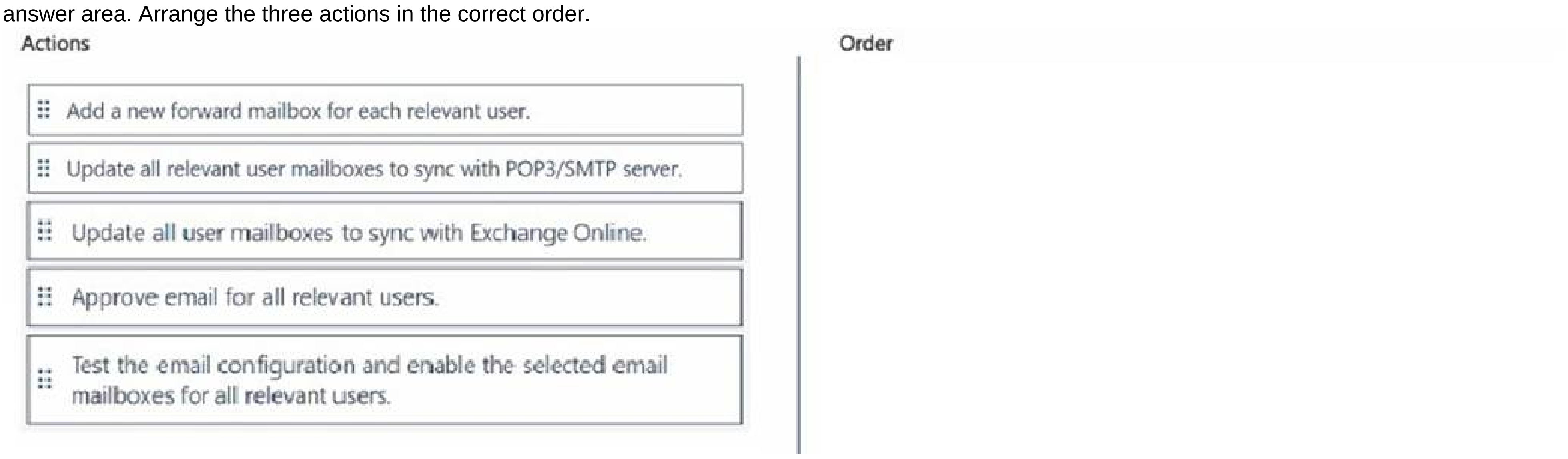


A. Mastered
B. Not Mastered

Answer: A

Explanation:
A white background with black text Description automatically generated
? Date Field - Actual End:

NEW QUESTION 14
DRAG DROP - (Topic 3)
Your organization used Gmail previously and had only one Gmail server profile.
You recently moved to Exchange Online and you need to complete the set up for server- side sync with Exchange Online and ensure all mailboxes are working.
Which three actions should you perform in sequence before saving your changes? To answer, move the three appropriate actions from the list of actions to the answer area. Arrange the three actions in the correct order.



A. Mastered
B. Not Mastered

Answer: A

Explanation:
A screenshot of a computer Description automatically generated
? Update All User Mailboxes to Sync with Exchange Online:

NEW QUESTION 17
- (Topic 3)
You use business process flows for all Dynamics 365 opportunities.
Some opportunities are closed before business process flow durations are calculated. You need to ensure that business process flow duration values are calculated. Solution: Create a flow to update the Status Reason of the business process flow table
record to "Finished" and the Status to "Inactive" when the opportunity is won. Does the solution meet the goal?

A. Yes
B. No

Answer: A

Explanation:
Creating a flow to update theStatus Reasonof the business process flow table record to "Finished" and theStatusto "Inactive" upon opportunity closure ensures that the business process flow is marked as complete. This triggers the calculation of duration values.
This solution explicitly handles the process completion state, which guarantees that the business process flow duration is recorded even if the opportunity is won prematurely.

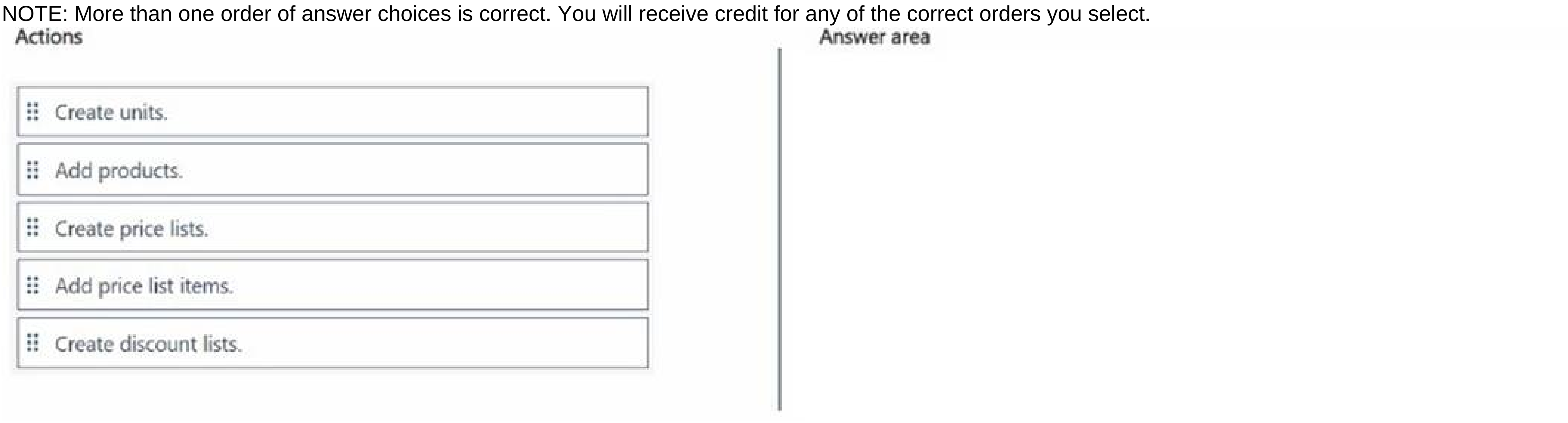
NEW QUESTION 18
- (Topic 3)
A company plans to use server-side synchronization to synchronize emails, tasks, and appointments between Microsoft Exchange and Dynamics 365 Sales.
The salespeople want to know when their emails will be synced.
You need to describe the server-side synchronization frequency for the salespeople.
How should you describe the frequency?

A. user-defined
B. constant
C. equal intervals
D. dependent on volume

Answer: C

Explanation:
Server-side synchronizationtypically syncs atequal intervals, which can be configured in Dynamics 365. These intervals determine how often data is synchronized between Microsoft Exchange and Dynamics 365 Sales, affecting emails, tasks, and appointments.
The synchronization frequency can be adjusted by the administrator but operates at consistent, regular intervals by default.
Reference:Microsoft Documentation - Server-Side Synchronization and Sync Intervals

NEW QUESTION 21
DRAG DROP - (Topic 3)
A company uses Dynamics 365 Sales to manage product lines.
You need to set up the product catalog, including the ability for sellers to apply quantity discounts.
In which order should you perform the actions? To answer, move all actions from the list of actions to the answer area and arrange them in the correct order.
NOTE: More than one order of answer choices is correct. You will receive credit for any of the correct orders you select.

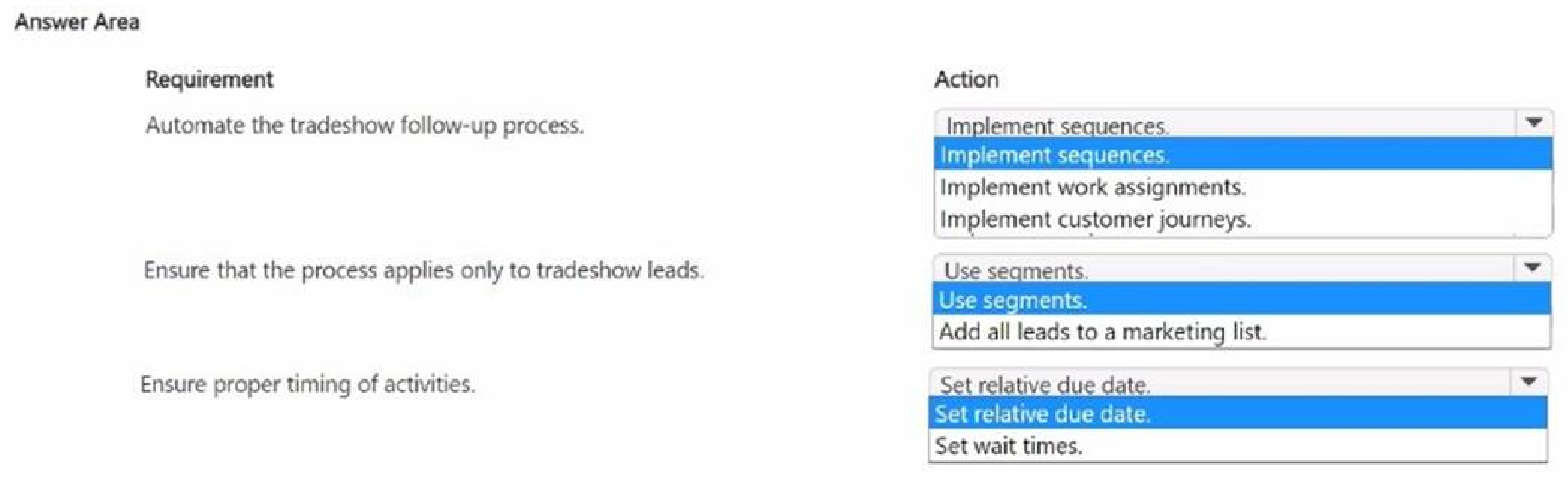


A. Mastered
B. Not Mastered

Answer: A

Explanation:
The correct order of actions to set up a product catalog, including the ability for sellers to apply quantity discounts, is as follows:
? Create units.
? Add products.
? Create price lists.
? Add price list items.
? Create discount lists.
? Create Units:

NEW QUESTION 24
HOTSPOT - (Topic 3)
A company sends its salespeople to trade shows to meet potential customers. One day after the trade shows, the salespeople currently send a follow-up email manually to the potential customers they met. They would like a task to remind them to call the potential customers a week after that.
You need to increase the follow-up rate for salespeople after a tradeshow.
Which actions should you take? To answer, select the appropriate options in the answer area.
NOTE: Each correct selection is worth one point.



A. Mastered
B. Not Mastered

Answer: A

Explanation:
? Automate the Tradeshow Follow-up Process:Implement sequences

NEW QUESTION 27
- (Topic 3)
You use business process flows for all Dynamics 365 opportunities. Some opportunities are closed before business process flow durations are calculated. You need to ensure that business process flow duration values are calculated.
Solution: Change the opportunity to an inactive state. Does this meet the goal?

A. Yes
B. No

Answer: A

Explanation:
Changing the opportunity to aninactive stateallows for the calculation of business process flow duration values, as this state transition prompts the system to finalize any duration metrics associated with the process flow.
Business process flows calculate duration upon completion or transition of the process, so marking the opportunity as inactive triggers the system to calculate these durations.

NEW QUESTION 32
- (Topic 3)
A battery manufacturer wants to sell their batteries in boxes of 12 and cases of 24 boxes. You need to set up a unit group so that the manufacturer can sell different quantities. What should you create first?

A. primary unit
B. related unit
C. base unit

Answer: C

Explanation:
In Dynamics 365 Sales, when setting up aunit group, you must first define thebase unit. This is the fundamental unit of measurement for a product and serves as the foundation for defining related units within the group.
For the battery manufacturer, defining abase unit(such as a single battery) is necessary before configuring related units for boxes of 12 and cases of 24 boxes, as these will be multiples or related units derived from the base unit.
Reference:Microsoft Documentation - Create Unit Groups and Units

NEW QUESTION 37
- (Topic 3)
You are implementing Dynamics 365 Customer Insights - Data as the company's Customer Data Platform. You set up the data sources and start the unification process. You need to identify the primary table within the Matching conditions page.
Which two criteria should you use to determine the primary table? Each correct answer presents a complete solution. Choose two. NOTE: Each correct selection is worth one point.

A. Choose the table with the most complete and reliable profile data about your customers.
B. Choose the table that has the most related tables.
C. Choose the Dynamics 365 contact\ab\e when this is available as the data source.
D. Choose the table that has several attributes in common with other tables.

Answer: AC

Explanation:
When determining theprimary tablein Customer Insights during the unification process, the goal is to choose the table that provides the most robust and accurate

customer profile information.
Criterion Ais crucial because having complete and reliable customer profile data ensures that the unified profile is accurate and comprehensive.
Criterion Cis recommended by Microsoft when using Dynamics 365 data, as thecontact tableoften serves as the primary source of customer information within the Dynamics 365 ecosystem.
While tables with many related tables or common attributes with other tables may provide supplementary information, they do not necessarily constitute the primary source for reliable customer data.
Reference:Microsoft Documentation - Data Unification Process in Customer Insights

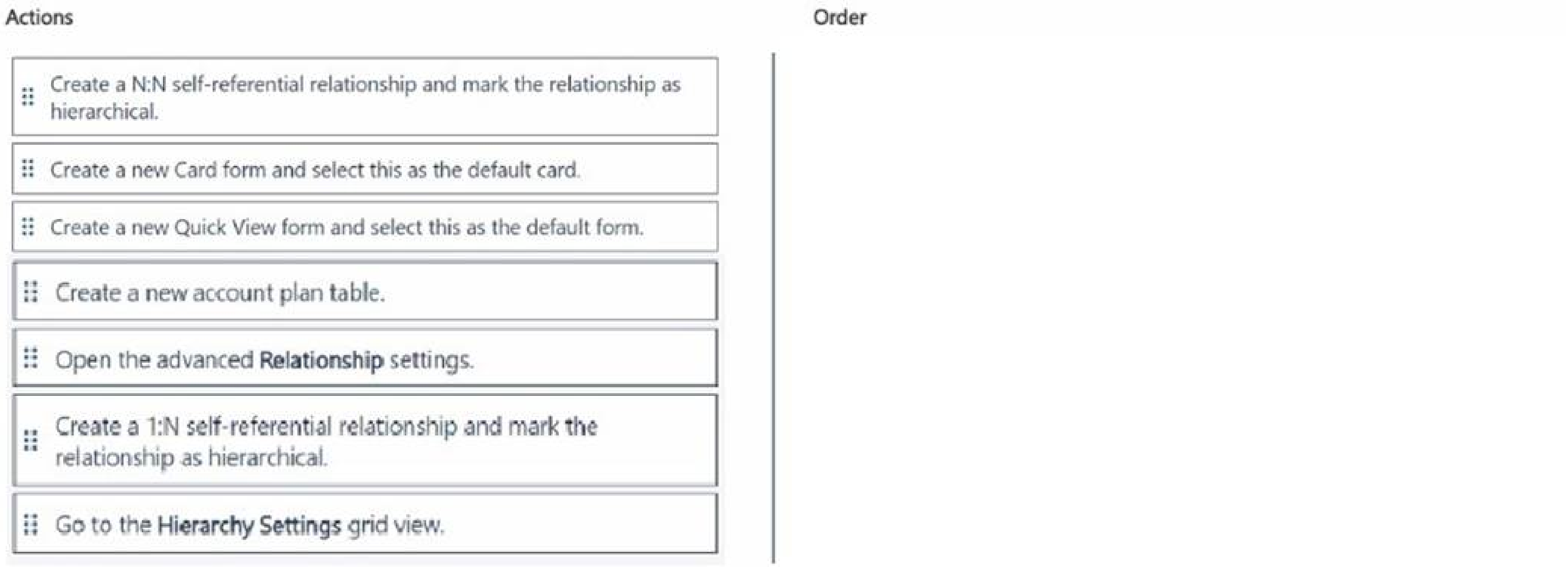
NEW QUESTION 42
- (Topic 3)
You are a marketing automation consultant.
Your customer wants to understand the benefits of using the query assist feature in Dynamics 365 Customer Insights - Journeys. Why might your customer want to use this feature?

A. Using the natural language feature allows marketers to build segments using simple words to specify what audience they want to target.
B. When looking at a marketing journey created by another user, the natural language feature makes it easier to understand the logic of the journey and decide whether it meets the campaign goals.
C. Using the natural language feature allows marketers to search Dataverse to retrieve single records using a right-hand pane on the model-driven app
D. When looking at a segment created by another user, the natural language feature makes it easier to identify which journeys the segment is used in.

Answer: A

Explanation:
TheQuery Assistfeature in Dynamics 365 Customer Insights - Journeys utilizes natural language processing to help marketers easily build segments.
By using simple language, marketers can describe their target audience without needing to know complex query syntax, making segmentation more accessible.
This feature is designed to streamline segment creation, allowing marketers to quickly define their audience with natural language inputs, which is particularly useful for users who may not be familiar with technical query building.
Reference:Microsoft Documentation - Use Query Assist for Segmentation in Customer Insights

NEW QUESTION 46
DRAG DROP - (Topic 3)
Your organization works with larger customers (accounts) that can have a single holding and then many subsidiaries through different levels in a parent-child relationship.
The chief commercial officer wants the sales team to start creating different account plans for each individual subsidiary.
You need to create a new custom account plan table so that records can have the same parent-child relationships as the account records. The relationships must be able to be visualized in a hierarchy.
Which four actions should you perform in sequence before saving and publishing your changes' To answer, move the four appropriate actions from the list of actions to the answer area. Arrange the four actions in the correct order.



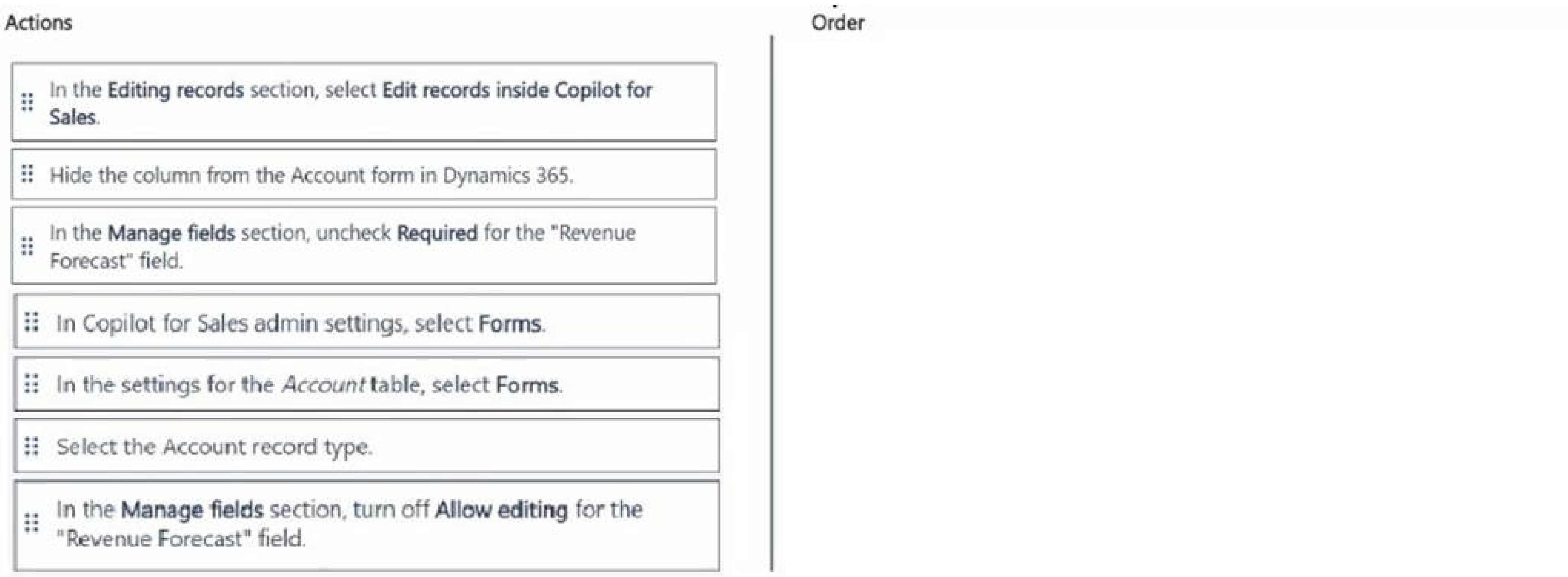
A. Mastered
B. Not Mastered

Answer: A

Explanation:
The correct order of actions to create a new custom account plan table with a hierarchical parent-child relationship visualization is as follows:
? Create a new account plan table.
? Create a 1
self-referential relationship and mark the relationship as hierarchical.
? Open the advanced Relationship settings.
? Go to the Hierarchy Settings grid view.
Step by Step Comprehensive Detailed Explanation with ALL Microsoft Dynamics 365 References:
? Create a New Account Plan Table:

NEW QUESTION 49
DRAG DROP - (Topic 3)
The sellers at your organization are keen to adopt generative AI capabilities and use them efficiently.
They have been editing Contact records directly in Copilot for Sales and have now provided feedback that they would be more productive if they could also edit

Account records directly in Copilot for Sales.
However, the vice president of sales does NOT want the sellers to be able to edit the "Revenue Forecast" field in Copilot for Sales.
You need to enable these requirements.
Which four actions should you perform in sequence? To answer, move the four appropriate actions from the list of actions to the answer area. Arrange the four actions in the correct order.



A. Mastered
B. Not Mastered

Answer: A

Explanation:
The correct order of actions to configure the editing capabilities for the Account records in Copilot for Sales while restricting the "Revenue Forecast" field is as follows:
? In Copilot for Sales admin settings, select Forms.
? In the settings for the Account table, select Forms.
? Select the Account record type.
? In the Manage fields section, turn off Allow editing for the "Revenue Forecast" field.
Step by Step Comprehensive Detailed Explanation with ALL Microsoft Dynamics 365 References:
? In Copilot for Sales Admin Settings, Select Forms:
? In the Settings for the Account Table, Select Forms:
? Select the Account Record Type:
? In the Manage Fields Section, Turn Off Allow Editing for the "Revenue Forecast" Field:

NEW QUESTION 52
- (Topic 3)
You are creating a forecast. You want to include only opportunities that sell You need to configure this within the system. What should you configure?

A. separate views
B. additional filters
C. multiple columns
D. premium forecasting
E. advanced features

Answer: B

Explanation:
? Requirement Analysis:
? Solution - Using Additional Filters:
? Steps to Configure Additional Filters in Forecasting:
Reference:Microsoft Documentation - Configure Filters in Forecasts
Benefits of Using Filters:
Filters provide flexibility to customize the forecast view, allowing for detailed segmentation of opportunities based on specific conditions.
This approach ensures that the forecast reflects only the opportunities that are relevant to your defined criteria, which in this case is opportunities that have "sold."
By using additional filters, you can effectively control which opportunities are included in your forecast, aligning it with specific business needs and improving forecast accuracy.

NEW QUESTION 53
......

Thank You for Trying Our Product

We offer two products:

1st - We have Practice Tests Software with Actual Exam Questions

2nd - Questons and Answers in PDF Format

MB-280 Practice Exam Features:

* MB-280 Questions and Answers Updated Frequently

* MB-280 Practice Questions Verified by Expert Senior Certified Staff

* MB-280 Most Realistic Questions that Guarantee you a Pass on Your FirstTry

* MB-280 Practice Test Questions in Multiple Choice Formats and Updatesfor 1 Year

100% Actual & Verified — Instant Download, Please Click
Order The MB-280 Practice Test Here