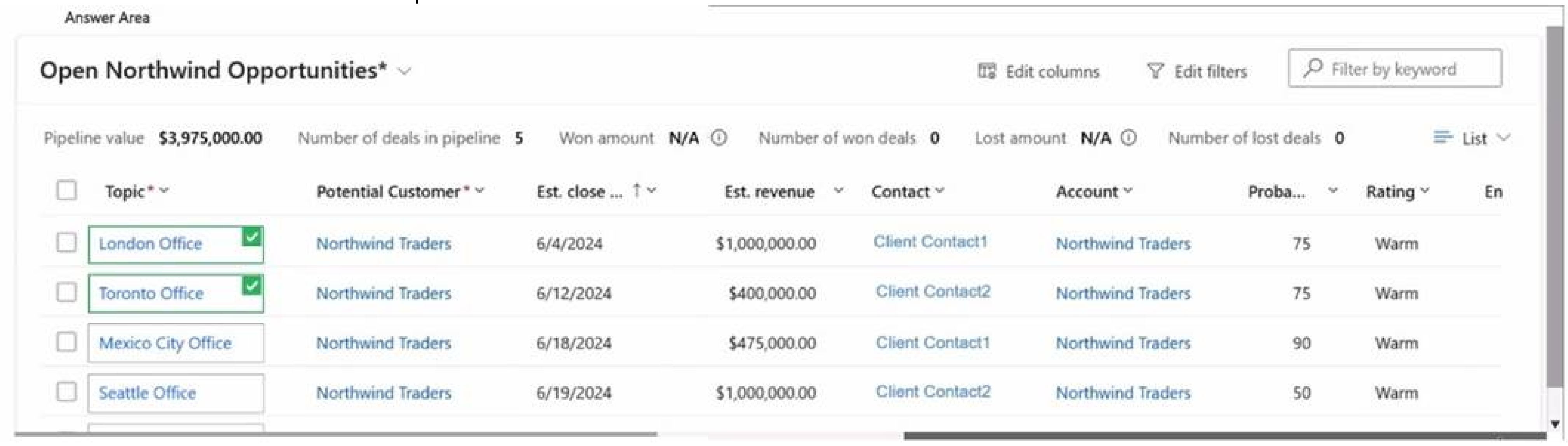
Microsoft

Exam Questions MB-280

Microsoft Dynamics 365 Customer Experience Analyst

NEW QUESTION 1
HOTSPOT - (Topic 2)
BDM1 logs into the Sales Hub on June 3. 2024. BDM1 opens the assistant from the navigation bar.
Which two open opportunities will BDM1 see mentioned in the close date coming soon reminder cards? 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:
BDM1 has a reminder setting for close dates that are coming up within the next 21 days, as configured in the system. Given that BDM1 logs in on June 3, 2024, here??s how to determine which opportunities will be highlighted in the "Close date coming soon" reminder cards:
? Calculate the Reminder Period:
? Evaluate Close Dates for Opportunities:
Based on this,London OfficeandToronto Officeare within the specified period and thus will appear as close date reminders for BDM1.
Microsoft Dynamics 365 References:
? Assistant and Insights cards in Dynamics 365 Sales
By applying the specified close date threshold, we can confirm that the reminder cards for opportunities closing on June 4 and June 12 will be displayed to BDM1, which corresponds toLondon OfficeandToronto Office.

NEW QUESTION 2
- (Topic 3)
One of the data sources being ingested into Dynamics 365 Customer Insights - Data is Microsoft Dataverse. During the unification process, you need to identify the primary key.
Which three data types can you use as a primary key attribute? Each correct answer presents a complete solution. Choose three. NOTE: Each correct selection is worth one point.

A. Integer
B. Whole Number
C. String
D. Boolean
E. GUID

Answer: BCE

Explanation:
In Dynamics 365 Customer Insights - Data,primary key attributesmust uniquely identify records and be consistent across the data source.
Whole NumberandGUIDare commonly used data types for primary keys because they can uniquely identify records and are natively supported for primary keys in databases. Stringcan also be used as a primary key if it uniquely identifies each record (e.g., an email address).
IntegerandBooleanare generally not used as primary keys in Customer Insights because they may not provide unique identifiers suitable for all scenarios.
Reference:Microsoft Documentation - Configure Primary Key in Dynamics 365 Customer Insights

NEW QUESTION 3
- (Topic 3)
A company's IT department has a .CSV file stored on one of their Shared Documents folders within their Microsoft SharePoint sites. The data from the .CSV file is ingested into Dynamics 365 Customer Insights - Data.
The file contains a row header and columns of different types, such as quantities and prices. The file also contains some rows with a high proportion of nulls.
You need to clean and transform the data in Customer Insights - Data to be ready for unification.
Solution: Transform the first row to be used as headers, define column types to be the appropriate field types and name the query. Select Next and your data is now ready for unification.
Does this meet the goal?

A. Yes
B. No

Answer: B

Explanation:

While transforming the first row to be used as headers and defining column types are necessary steps, the solution does not addressremoving rows with high proportions of nulls. Rows with significant null values can interfere with the quality of the unification process in Customer Insights - Data.
Therefore, this solution doesnot fully meetthe goal as it does not handle data quality issues caused by null values.

NEW QUESTION 4
- (Topic 3)
You are a Dynamics 365 Sales administrator. You configure a forecast template that uses the Forecast category as a starting point for a layout for the sales team. The sales manager wants the value of the Lost column to come from the Total Detail Amount instead of the default value because the revenue is always driven by the items. You need to make the change. What should you do?

A. Edit the existing forecast and update the Amount column in the layout.
B. Edit the existing forecast, remove the Lost column, and add a new calculated column.
C. Create a new forecast and update the Amount column in the layout.
D. Create a new forecast, remove the Lost column, and add a new calculated column.

Answer: A

Explanation:
Since the sales manager wants theLost columnin the forecast to reflect the Total Detail Amount, which is item-driven, you should update the Amount column in the existing forecast layout.
By editing the existing forecast and changing the source for theAmount columnto the Total Detail Amount, you can ensure the forecast accurately reflects item-based revenue calculations without needing to create a new forecast or add calculated columns. Reference:Microsoft Documentation - Configure Forecasts in Dynamics 365 Sales

NEW QUESTION 5
- (Topic 3)
You created and published lead scoring models in the Dynamics 365 Customer insights - Journeys application.
Your marketing team members inform you that they are NOT able to view the lead scoring insights. You confirm the lead scoring models are published and are Live.
You need the marketing team to be able to view the lead scoring insights.

A. Re-publish the lead scoring models to allow the system to capture the insights.
B. Assign the Lead Score Viewer security role to the users.
C. Set all leads to Active state to capture the insights.
D. Set automatic lead scores cleanup to No lo capture the scoring.

Answer: B

Explanation:
For team members to view lead scoring insights, they must have appropriate permissions, specifically theLead Score Viewerrole in Dynamics 365 Customer Insights - Journeys.
Even though the lead scoring models are published and live, without the correct security role, users will not have access to view the insights.
Assigning theLead Score Viewerrole ensures that the users have the necessary access rights to review the lead scoring insights generated by the models.
Reference:Microsoft Documentation - Configure Security Roles for Lead Scoring

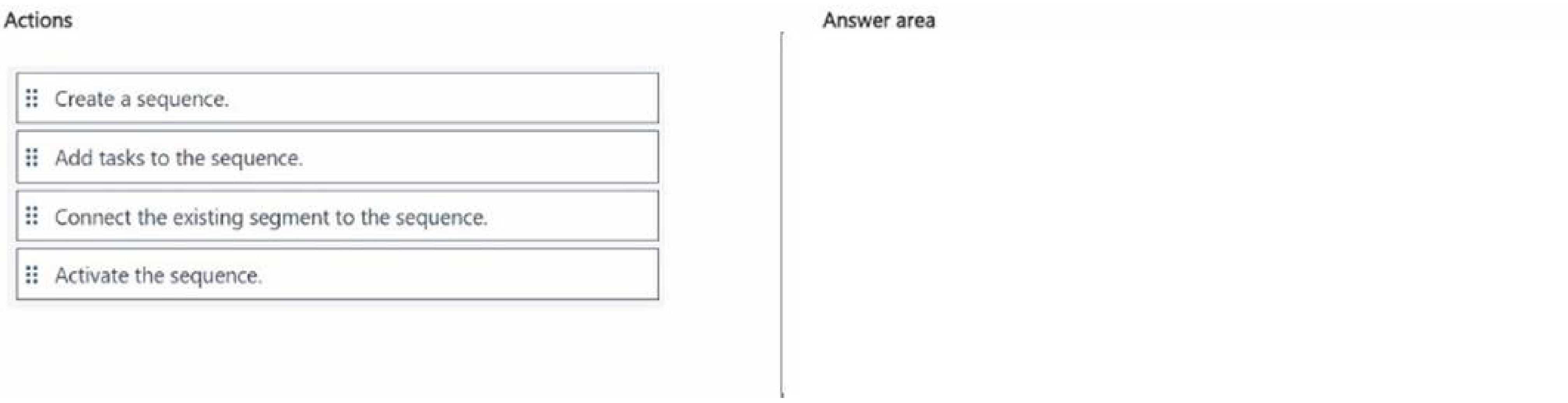
NEW QUESTION 6
- (Topic 3)
A company is using Dynamics 365 Sales to provide quotes to their customers.
Preferred customers must be granted a separate flat rate discount on specific products, depending on their countries or regions. What should you create?

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 7
DRAG DROP - (Topic 3)
A company uses Dynamics 365 Sales with assignment rules. The assignment rules use a segment to filter the lead records.
A sales manager wants to automatically add a series of tasks by using the same criteria as the assignment rules.
You need to create the tasks and assign the tasks to the lead records.
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.



A. Mastered
B. Not Mastered

Answer: A

Explanation:
A screenshot of a computer Description automatically generated
The correct order of actions to create a sequence of tasks and assign them to lead records based on the same criteria as assignment rules is as follows:
? Create a sequence.
? Add tasks to the sequence.
? Connect the existing segment to the sequence.
? Activate the sequence.
? Create a Sequence:

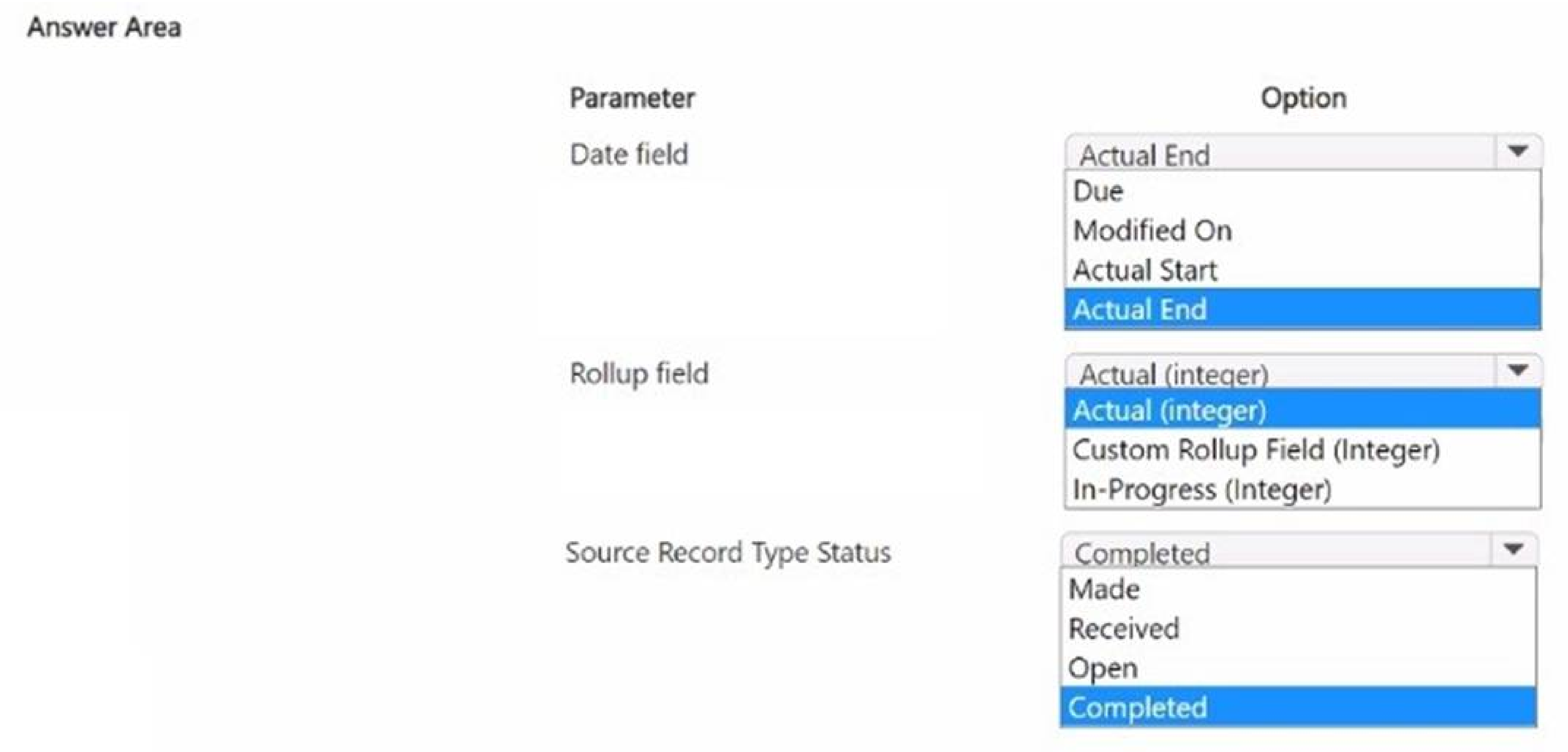
NEW QUESTION 8
- (Topic 3)
You use business process flows for all Dynamics 365 opportunities. Some opportunities are closed before business process flow durations are calculated. You need lo ensure that business process flow duration values are calculated.
Solution: When closing an opportunity, use the close as won dialog without completing the business process flow. Does this meet the goal?

A. Yes
B. No

Answer: B

Explanation:
Using theClose as Wondialog without completing the business process flow doesnot ensurethat the business process flow duration is calculated. The process flow needs to be marked as completed or transitioned to an inactive state for duration values to be captured.
Simply closing an opportunity as won without completing the flow may bypass the finalization of process flow metrics, hence the goal is not met in this case.

NEW QUESTION 9
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:
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? Date Field - Actual End:

NEW QUESTION 10
- (Topic 3)
An organization is using Microsoft Power Query when connecting to data sources in Dynamics 365 Customer Insights - Data. You need to load contacts to Customer Insights - Data using Power Query. Which is an appropriate action to take when using Power Query to ingest data?

A. You must create a separate Power Query data source for each table you wish to ingest.
B. You can only add additional columns to the dataset in Power Query before the data source is created in Customer Insights - Data.
C. After you save a Power Query data source, you have to manually trigger the initial refresh process.
D. You can add additional tables to the data source using Get Data functionality in the Power Query.

Answer: D

Explanation:
In Dynamics 365 Customer Insights - Data, when using Power Query to ingest data, theGet Datafunctionality allows users to add multiple tables from various data sources.
This flexibility enables users to enrich the dataset by pulling in additional tables that may be related or necessary for the data unification process.
Power Query in Customer Insights supports creating robust data flows by allowing multiple tables to be added within a single data source setup, providing a comprehensive data modeling environment.
Reference:Microsoft Documentation - Use Power Query in Customer Insights

NEW QUESTION 10
- (Topic 3)
You are the Dynamics 365 Sales administrator for an electronics company.
The sales team is having difficulty locating different products in the same category - for instance; all versions of flat screen TV available.
You need to make it easier for the sales team to navigate through products via taxonomy. What should you use?

A. Product families
B. Product unit groups
C. Related products
D. Product bundles

Answer: A

Explanation:
? Product familiesallow you to group related products under a common category, making it easier for the sales team to navigate and find products within the same category, such as all versions of flat-screen TVs.
? By usingProduct families, you can organize products into a hierarchical structure that reflects their categorization, enabling sales users to browse and select items more efficiently within Dynamics 365 Sales.
Reference:Microsoft Documentation - Organize Products Using Product Families
Using product families, you can streamline the user experience and improve navigation within the product catalog by grouping similar products together, which simplifies the search process for sales teams.

NEW QUESTION 15
HOTSPOT - (Topic 3)
You are a Dynamics 365 Sales consultant for a food service company. The company caters meals for client companies.
The company wants to set up a product bundle so that the sales staff does not forget items when they create an opportunity.
The lunch bundle is created at $200.00. It will include the following.

Product	Quantity	Unit Cost	Amount	Configuration
Sandwich	50	$5.00	$250.00	Required
Napkins	50	$0.25	$12.50	Optional
Soda	50	$1.00	$50.00	Optional

You need to explain how the sales staff should manage the product bundle in the opportunity. What should they do for each scenario? To answer, select the appropriate options in the answer area. NOTE: Each correct selection is worth one point.

Answer Area

Scenario	Action
Determine the price of the product bundle.	Use the lunch bundle price. Use the lunch bundle price. Add the prices of the sandwiches, napkins, and sodas. Add the lunch bundle price and the prices of the napkins and sodas. Subtract the prices of the napkins and sodas from the lunch bundle price. Add another line item for sandwiches with the default price.
Increase the number of sodas at no additional charge.	Increase the quantity of sodas in the line item. Increase the quantity of sodas in the line item. Add a new line item for sodas and override the price. Add a new line item for sodas with the default price. Delete the soda line item from the bundle and add a new line item for all the sodas with the default price.
Increase the number of sandwiches and charge the price list price for each additional sandwich.	Add another line item for sandwiches with the default price. Increase the quantity of sandwiches in the line item. Add another line item for sandwiches and override the price. Add another line item for sandwiches with the default price. Delete the sandwich line item from the bundle and add a new line item for all the sandwiches with the default price.

A. Mastered
B. Not Mastered

Answer: A

Explanation:
? Determine the Price of the Product Bundle:Use the lunch bundle price

NEW QUESTION 16
- (Topic 3)
A company created a new table named Locations.
The sales team needs your help to make the Locations table visible in the Sales Hub. What should you do?

A. Create a Location Sub Area.
B. Add Location as an Area.
C. Create a Location Group.
D. Add Location to the App Designer.

Answer: D

Explanation:
To make a new table, like Locations, visible within the Sales Hub, you need toadd it to the App Designer. This involves updating the Sales Hub app module to include the Locations table as a new entity that users can access.
By adding the table in the App Designer, you ensure it becomes part of the navigation and is available within the Sales Hub application.
Reference:Microsoft Documentation - Configure Apps Using App Designer in Dynamics
365

NEW QUESTION 20
- (Topic 3)
A company's IT department has a .CSV file stored on one of their Shared Documents folders within their Microsoft SharePoint sites. The data from the .CSV file is ingested into Dynamics 365 Customer Insights - Data.
The file contains a row header and columns of different types, such as quantities and prices. The file also contains some rows with a high proportion of nulls.
You need to clean and transform the data in Customer Insights - Data to be ready for unification.
Solution: Transform the first row to be used as headers. Define column types to be appropriate field types and name the query. Create a full name and full address columns by merging the appropriate columns if they exist. Select Next and your data is now ready for unification-Does this meet the goal?

A. Yes
B. No

Answer: B

Explanation:
This solution also includes transforming headers and defining column types, along with creating merged columns. However, itstill does not remove rows with a high proportion of nulls. Addressing null values is important for data quality and ensuring accurate unification.
Without removing rows with many nulls, the data may still have integrity issues that could impact the unification process. As a result, this solution doesnot completely meetthe goal.

NEW QUESTION 21
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