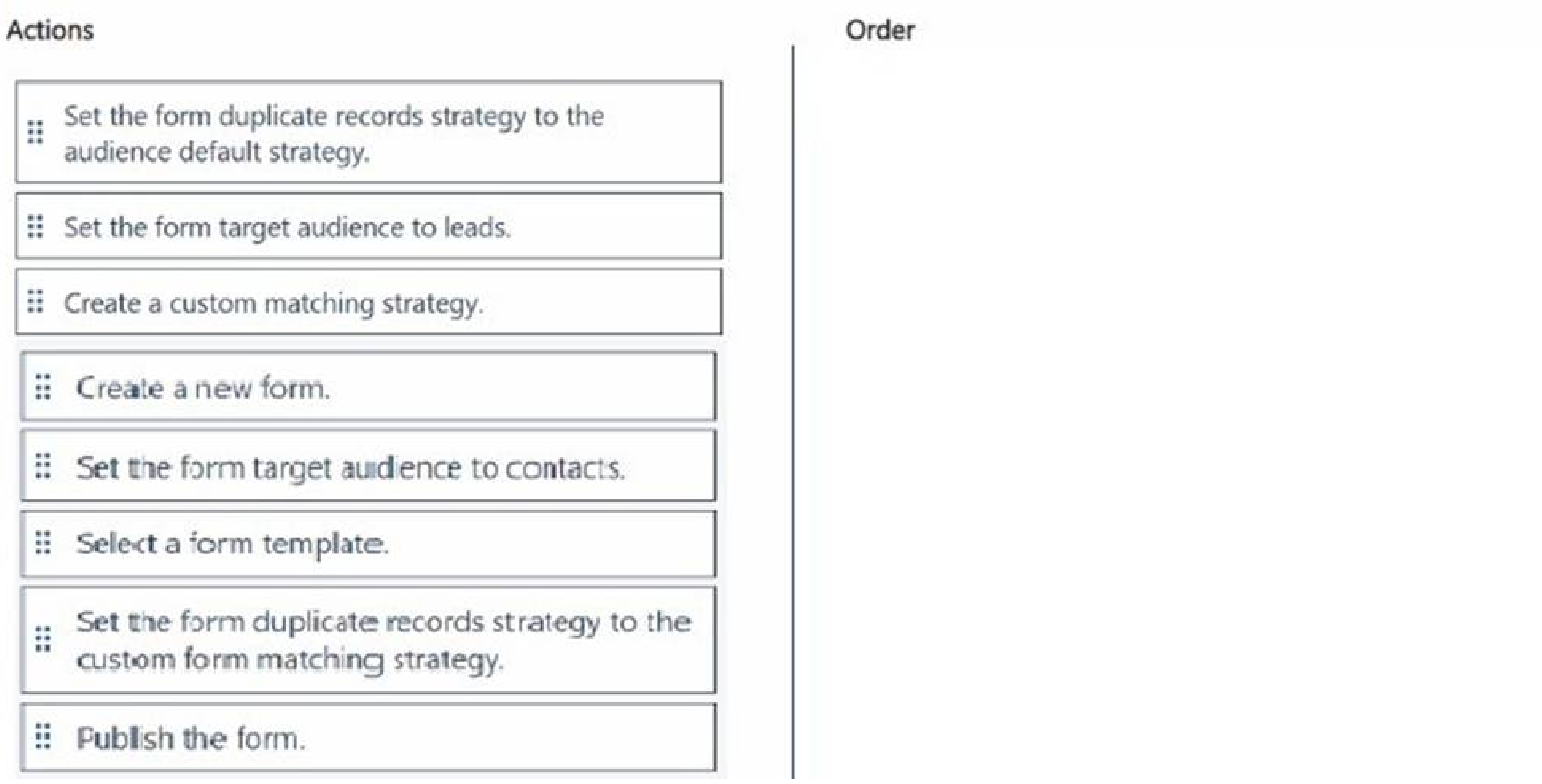
Microsoft

Exam Questions MB-280

Microsoft Dynamics 365 Customer Experience Analyst

NEW QUESTION 1
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 2
- (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.

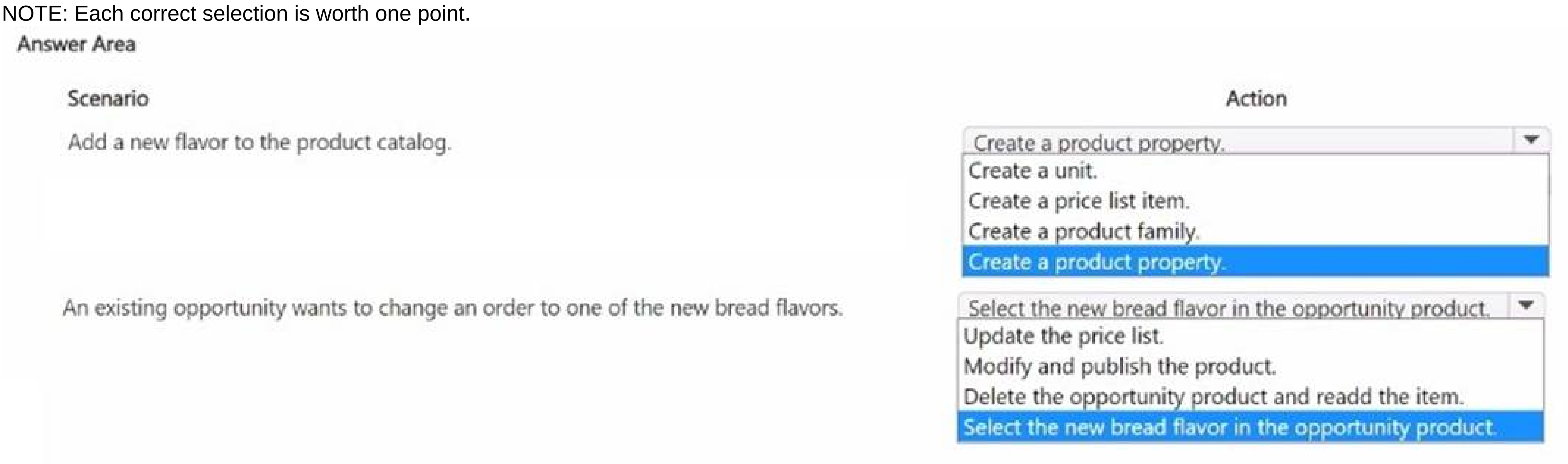
NEW QUESTION 3
- (Topic 3)
One of the data sources being ingested into Dynamics 365 Customer Insights - Data is Microsoft Dataverse. During the unification process, you need to identify the primary key.
Which three data types can you use as a primary key attribute? Each correct answer presents a complete 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 4
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:
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Description automatically generated
? Scenario 1: Adding a New Flavor to the Product Catalog

NEW QUESTION 5
- (Topic 3)
You need to enable the Dynamics 365 App for Outlook for the sales team.
You need to perform the prerequisite actions before you can add the app for all users. Which two actions should you perform? Each correct answer presents part of the solution.
Choose two.
NOTE: Each correct selection is worth one point.

A. Enable mailboxes.
B. Add the Dynamics 365 App to Outlook desktop app.
C. Add the Dynamics 365 App for Outlook security role.
D. Enable sending on behalf of other users setting.

Answer: AC

Explanation:
Enable Mailboxes:
? To use the Dynamics 365 App for Outlook, each user??s mailbox must be enabled for server-side synchronization. This ensures that emails, appointments, and tasks can sync between Outlook and Dynamics 365.
? Without enabling the mailboxes, the synchronization won??t be functional, making it a critical prerequisite.
Reference:Microsoft Documentation - Enable Mailboxes for Dynamics 365
Add the Dynamics 365 App for Outlook Security Role:
Users need to be assigned theDynamics 365 App for Outlook security roleto access the app. This role grants the necessary permissions to interact with Dynamics 365 through Outlook.

Assigning this role ensures that users have the correct access rights to use the app within their Outlook environment.
Reference:Microsoft Documentation - Security Roles for Dynamics 365 App for Outlook

NEW QUESTION 6
- (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 7
- (Topic 3)
You are a Dynamics 365 Sales administrator. You are setting up a product catalog. You need to configure the base unit group. Which quantity or measurement should you configure?

A. the least frequently used to sell the service
B. the lowest needed to sell the product or service
C. the most frequently used to sell the service
D. the highest needed to sell the product or service

Answer: B

Explanation:
? Understanding the Base Unit in Dynamics 365 Sales:
? Selecting the Base Unit - Why the Lowest Quantity?
Reference:Microsoft Documentation - Create Unit Groups and Units
Benefits of Using the Lowest Needed Unit:
Configuring the base unit as the smallest measurable unit enables flexibility and supports various sales scenarios without restrictions. It simplifies the management of units and ensures that other unit variations align correctly in the product catalog.
By setting the base unit to thelowest quantity needed to sell the product or service, you establish a robust foundation for building out the unit group and accommodating different sales quantities in Dynamics 365 Sales.

NEW QUESTION 8
- (Topic 3)
The analytics team at your organization has created Power Bl reports that enrich data about your accounts from Dynamics 365 Sales with data NOT contained in Dynamics 365 Sales. The Power Bl reports are referenced by your executive leadership as the primary source of truth about account success metrics. Sales leadership has requested that sales users can see these insights about the accounts they have access to within Dynamics 365 Sales. You need to enable the insights to be available to sales users in Dynamics 365 Sales. What should you do?

A. Provide a link to the Power Bl report in the ribbon on the account form.
B. Create a dashboard in Dynamics 365 Sales that contains account data.
C. Embed the Power Bl Dashboard as a dashboard in the Dynamics 365 Sales application.
D. Embed the Power Bl report using contextual filtering for accounts.

Answer: D

Explanation:
To make Power BI insights available within Dynamics 365 Sales, specifically contextualized for accounts, you shouldembed the Power BI report with contextual filtering. This ensures that the report dynamically adjusts based on the specific account record a user is viewing. Embedding with contextual filtering enables sales users to see account-specific insights directly within the Dynamics 365 interface, improving accessibility and relevance. Reference:Microsoft Documentation - Embed Power BI Reports in Dynamics 365 Sales

NEW QUESTION 9
- (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?

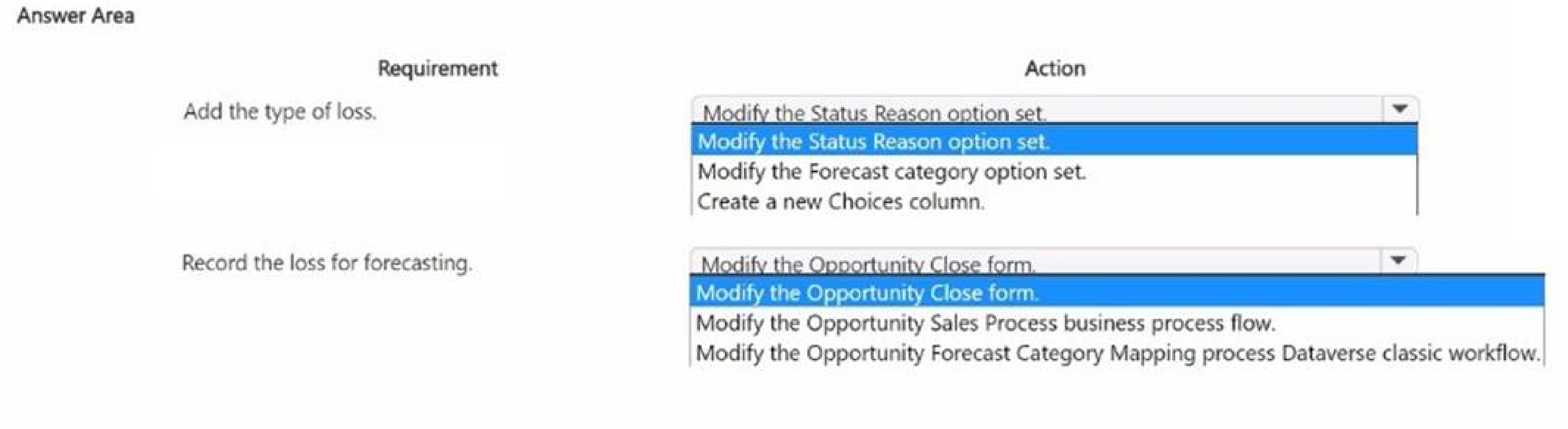
A. Yes
B. No

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.

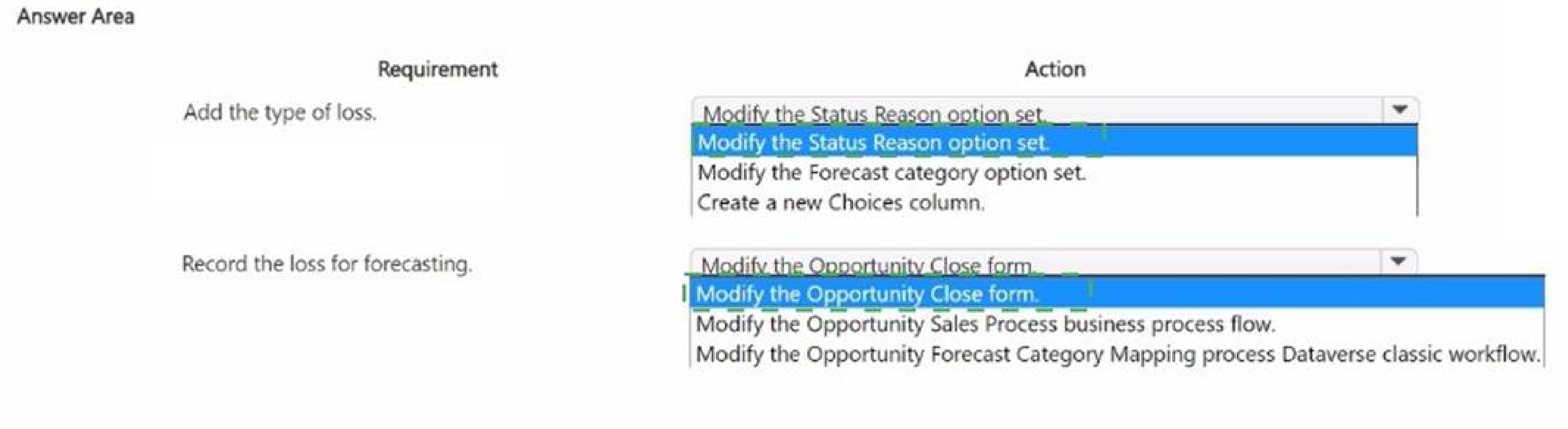
NEW QUESTION 10
HOTSPOT - (Topic 3)
A company is using Dynamics 365 Sales to track their sales pipeline.
Sales managers require their forecasting to include reasons why opportunities were lost, including losses to competitors.
You need to configure the sales process WITHOUT using custom code.
What should you do? To answer, select the appropriate options in the answer area. NOTE: Each correct selection is worth one point.



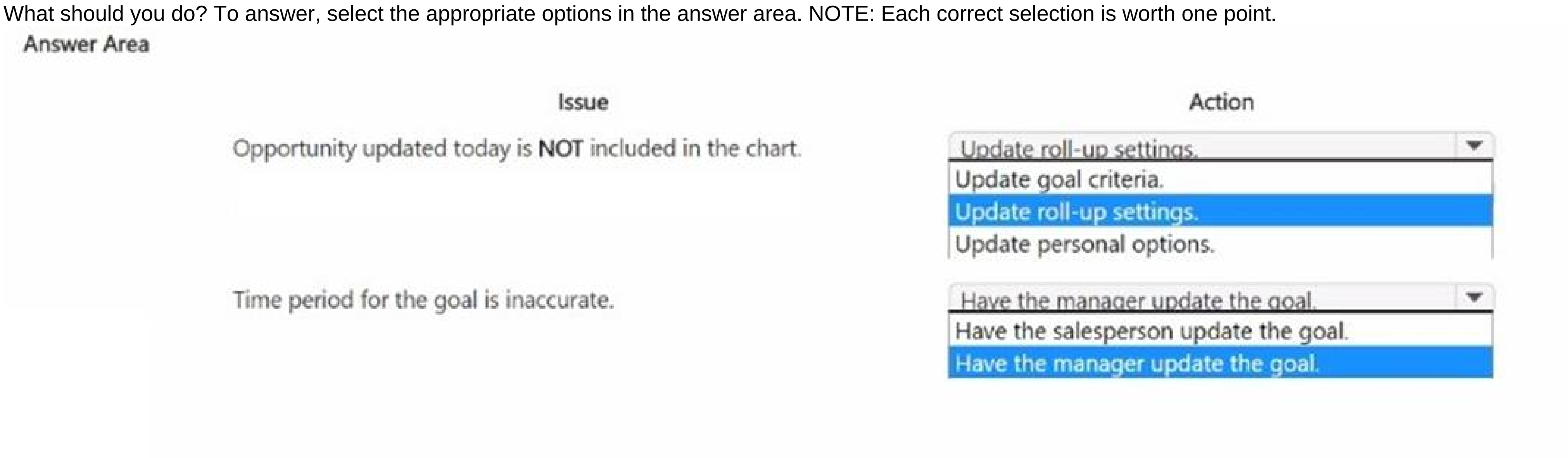
A. Mastered
B. Not Mastered

Answer: A

Explanation:



NEW QUESTION 10
HOTSPOT - (Topic 3)
You are a Dynamics 365 administrator. The sales team uses goals to track actual to target opportunity amounts.
A salesperson reviews their goals chart and observes the following:
• An opportunity updated today is not included in the chart.
• The time period for the goal is not accurate. You need to resolve these issues.
What should you do? 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:
? Opportunity Updated Today is Not Included in the Chart:Update roll-up settings

NEW QUESTION 13
- (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 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 19
- (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 23
- (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 26
DRAG DROP - (Topic 3)
The sellers at your organization are keen to adopt generative Al 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 31
- (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 33
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