

MB-910^{Q&As}

Microsoft Dynamics 365 Fundamentals Customer Engagement Apps
(CRM)

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QUESTION 1

A company uses social media for marketing.

The company wants to use out-of-the-box Dynamics 365 Marketing functionality to streamline social media marketing.

You need to determine the supported social media activities.

Which action is supported?

- A. Get notified when a company is mentioned.
- B. Schedule a post to be published in the future.
- C. Analyze the sentiment of posts about a company.
- D. Automatically follow another account when a specified condition is met

Correct Answer: B

QUESTION 2**HOTSPOT**

An air-conditioning repair company uses Dynamics 365 Field Service, Customers and users report several issues.

What should you use to resolve each issue?

To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Hot Area:

Issue

One repair person is not listed on the schedule. You need to ensure that the person is listed on the schedule.

Feature

Bookable Resource
Universal Resource Scheduling
Field Service Mobile

Issue

A customer wants to ensure that their air-conditioning system is repaired quickly even if it breaks down while they are away from home.

Feature

Connected Field Service
Schedule Board
Field Service Mobile
Geocoding

Correct Answer:

Issue

One repair person is not listed on the schedule. You need to ensure that the person is listed on the schedule.

Feature

Bookable Resource
Universal Resource Scheduling
Field Service Mobile

Issue

A customer wants to ensure that their air-conditioning system is repaired quickly even if it breaks down while they are away from home.

Feature

Connected Field Service
Schedule Board
Field Service Mobile
Geocoding

Reference: <https://docs.microsoft.com/en-us/dynamics365/field-service/set-up-bookable-resources>
<https://docs.microsoft.com/en-us/dynamics365/field-service/connected-field-service>

QUESTION 3

DRAG DROP

A company purchases Dynamics 365 Sales and Dynamics 365 Marketing. The company wants to be able to host webinars and events but is concerned about controlling costs.

You need to recommend solutions to meet the company's requirements.

Which products should you recommend? To answer, drag the appropriate products to the correct features. Each product may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view

content.

NOTE: Each correct selection is worth one point.

Select and Place:

Products

Dynamics 365 Marketing

Customer Insights

Dynamics 365 Sales

Dynamics 365 Sales Insights

Requirement

View costs associated with speakers.

Create waitlists for events.

Product

Product

Product

Correct Answer:

Products

Dynamics 365 Marketing

Customer Insights

Dynamics 365 Sales

Dynamics 365 Sales Insights

Requirement

View costs associated with speakers.

Create waitlists for events.

Product

Dynamics 365 Marketing

Dynamics 365 Marketing

QUESTION 4

HOTSPOT

An online drone retailer uses Dynamics 365 Customer Service. The company uses Customer Service Hub and cases to manage their product warranty and return policies.

Customers that purchase a one-year extended warranty for a drone can exchange it twice for another model. To qualify, an exchange must occur within 30 days, on the condition that the drone has less than 100 hours of flight.

You need to configure the system.

Which setting should you use? To answer, select the appropriate options in the answer area.

Hot Area:

Answer Area

Parameter	Setting										
Allocation type	<table border="1"><tr><td></td><td>▼</td></tr><tr><td colspan="2">Number of cases</td></tr><tr><td colspan="2">Hours</td></tr><tr><td colspan="2">360</td></tr></table>		▼	Number of cases		Hours		360			
	▼										
Number of cases											
Hours											
360											
End date	<table border="1"><tr><td></td><td>▼</td></tr><tr><td colspan="2">Purchase date + 360</td></tr><tr><td colspan="2">Purchase date + 30</td></tr></table>		▼	Purchase date + 360		Purchase date + 30					
	▼										
Purchase date + 360											
Purchase date + 30											
Total term	<table border="1"><tr><td></td><td>▼</td></tr><tr><td colspan="2">2</td></tr><tr><td colspan="2">30</td></tr><tr><td colspan="2">100</td></tr><tr><td colspan="2">360</td></tr></table>		▼	2		30		100		360	
	▼										
2											
30											
100											
360											

Correct Answer:

Answer Area

Parameter	Setting
Allocation type	<input type="text"/>
	▼
	Number of cases
	Hours
End date	<input type="text"/>
	▼
	Purchase date + 360
	Purchase date + 30
Total term	<input type="text"/>
	▼
	2
	30
	100
360	

Box 1: Number of cases

Allocation Type: Choose whether the entitlement is for number of hours or number of cases.

Note: Customers that purchase a one-year extended warranty for a drone can exchange it twice for another model. To qualify, an exchange must occur within 30 days, on the condition that the drone has less than 100 hours of flight.

Box 2: Purchase date + 360

End Date: Choose the date after which the customer will no longer be entitled for support.

Box 3: 2

Total Term: Specify the total amount of support the customer is entitled to with respect to the allocation type. For example, if the allocation type is number of cases and you specify 100 in Total Term, the customer is entitled to support up to

100 cases.

Reference:

<https://learn.microsoft.com/en-us/dynamics365/customer-service/create-entitlement-define-support-terms-customer?tabs=customerserviceadmincenter>

QUESTION 5

DRAG DROP

A company uses Dynamics 365 Customer Service. Incoming case records are assigned to queues.

Cases need to be assigned to employees based on predetermined criteria.

You need to determine which routing rules to configure.

Which routing rules should you configure?

To answer, drag the appropriate rule types to the correct needs. Each rule type may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Select and Place:

Answer Area

Rule Types

Prioritization

Skill-based routing

Work classification

Need

Updating the priority column on a case based on existing information.

Assignment order when agents have capacity available.

Rule Type

Correct Answer:

Answer Area

Rule Types

Need

Rule Type

Work classification

Updating the priority column on a case based on existing information.

Prioritization

Assignment order when agents have capacity available.

Skill-based routing

Box 1: Prioritization

Prioritization: Lists the prioritization rule that was applied if any. Work items are routed according to their priority.

Box 2: Skill-based routing

In the customer service center, your agents have different skill sets and abilities. The customers who reach out to the contact center might have different needs. Skill-based routing lets your customer service center distribute work items

(conversations) to the agent who is most qualified to solve the issue. Skill-based routing improves the quality of customer service by automatically distributing work items to the agent who has the skills necessary to do the work.

Reference: <https://learn.microsoft.com/en-us/dynamics365/customer-service/unified-routing-diagnostics>
<https://learn.microsoft.com/en-us/dynamics365/customer-service/overview-skill-work-distribution>

QUESTION 6

A company uses Dynamics 365 Sales. The company creates sales proposals as PDF documents.

The company wants multiple users to access the latest version of a sales proposal in Dynamics 365 Sales. Users must be able to attach notes to the proposal.

You need to recommend an app for the company. Which app should you recommend?

- A. Microsoft Excel
- B. Microsoft Outlook
- C. Dynamics 365 Sales Insights
- D. Microsoft Teams

Correct Answer: D

Reference: <https://appsource.microsoft.com/en-us/product/office/wa104382045?tab=overview>

QUESTION 7

DRAG DROP

All employees at a company use Office 365. You are setting up Dynamics 365 Sales for the company. Only some employees will have licenses for Dynamics 365 Sales.

You need to recommend solutions for the company.

What should you recommend? To answer, drag the appropriate solutions to the correct requirements. Each solution may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Select and Place:

Answer Area

Solutions	Requirement	Solution
Microsoft Teams	Ensure that all employees can participate in the lead qualification process.	<input type="text"/>
Dual-write	Display the latest news about the currently selected Lead record to Dynamics 365 Sales users.	<input type="text"/>
LinkedIn Sales Navigator	Acquire relevant account information from Dynamics 365 Finance	<input type="text"/>
Knowledge Articles		

Correct Answer:

Answer Area

Solutions	Requirement	Solution
	Ensure that all employees can participate in the lead qualification process.	Microsoft Teams
	Display the latest news about the currently selected Lead record to Dynamics 365 Sales users.	LinkedIn Sales Navigator
Knowledge Articles	Acquire relevant account information from Dynamics 365 Finance	Dual-write

Box 1: Microsoft Teams

Box 2: LinkedIn Sales Navigator

Integrate LinkedIn Sales Navigator solutions for Dynamics 365 Sales, Unified Interface apps: Sales Navigator Controls for Unified Interface

Two flavors of LinkedIn Sales Navigator controls are available and can be placed on any desktop Unified Interface application form.

The LinkedIn Sales Navigator Lead control shows information about a LinkedIn member profile.

The LinkedIn Sales Navigator Account control shows information about a LinkedIn company profile.

Box 3: Dual-write

Dual-write provides tightly coupled, bidirectional integration between finance and operations apps and Dataverse. Any data change in finance and operations apps causes writes to Dataverse, and any data change in Dataverse causes writes

to finance and operations apps. This automated data flow provides an integrated user experience across the apps.

Note: Application

Dual-write creates a mapping between concepts in finance and operations apps and concepts in customer engagement apps. This integration supports the following scenarios:

Integrated customer master

Access to customer loyalty cards and reward points

Unified product mastering experience

Awareness of organization hierarchy

Integrated vendor master

Access to finance and tax reference data

On-demand price engine experience

Integrated prospect-to-cash experience

Ability to serve both in-house assets and customer assets through field agents

Integrated procure-to-pay experience

Integrated activities and notes for customer data and documents

Ability to look up on-hand inventory availability and details

Project-to-cash experience

Ability to handle multiple addresses and roles through the party concept

Reference: <https://learn.microsoft.com/en-us/dynamics365/fin-ops-core/dev-itpro/data-entities/dual-write/dual-write-overview>

QUESTION 8

A company plans to use Dynamics 365 Sales out-of-the-box functionality.

The company wants to use leads to track potential business. Salespeople want an automatic record creation process after qualifying leads.

You need to identify which records are automatically created.

Which three record types are automatically created? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Contact

B. Quote

C. Project

D. Account

E. Opportunity

Correct Answer: ADE

QUESTION 9

A company plans to implement Dynamics 365 Project Operations.

Which two billing methods does Dynamics 365 Project Operations support?

Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Time and Material
- B. Fixed Price
- C. Expense
- D. Not-to-exceed Limit

Correct Answer: AB

Reference: <https://docs.microsoft.com/en-us/dynamics365/project-operations/sales/manage-contract-values-project-based>

QUESTION 10

HOTSPOT

You are examining the functionality of views in Dynamics 365 Sales.

For each of the following statements, select Yes if the statement is true. Otherwise, select No.

NOTE: Each correct selection is worth one point.

Hot Area:

Statements	Yes	No
Views can be created only by users who have access to customize the system.	<input type="radio"/>	<input type="radio"/>
System views can be deleted or deactivated.	<input type="radio"/>	<input type="radio"/>
Views can be configured so that records are editable inline.	<input type="radio"/>	<input type="radio"/>

Correct Answer:

Statements**Yes****No**

Views can be created only by users who have access to customize the system.

System views can be deleted or deactivated.

Views can be configured so that records are editable inline.

QUESTION 11

Which two components are included in Dynamics 365 Marketing?

Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Customer Voice survey
- B. Customer Service Hub
- C. Enterprise Asset Management
- D. Event management

Correct Answer: AD

Reference: <https://docs.microsoft.com/en-gb/dynamics365/marketing/overview>

QUESTION 12

Sales representatives need a view of all of their customers and the statistics that relate to these customers.

You need to identify how to create visuals for sales representatives to analyze and compare the data for multiple accounts.

What are three possible ways to achieve this goal? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Create custom forms.
- B. Embed Power BI reports in a system dashboard.
- C. Create charts.
- D. Create reports in the report wizard.

E. Import Excel data.

Correct Answer: BCD

QUESTION 13

HOTSPOT

A company uses Dynamics 365 Field Service. The company plans to use built-in scheduling functionality.

For each of the following statements, select Yes if the statement is true. Otherwise, select No.

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area			
Statement	Yes	No	
Field agents can perform maintenance on customer assets. You can see availability of these agents and schedule them to perform the maintenance during quarterly customer visits.	<input type="radio"/>	<input type="radio"/>	
Technicians can be redirected from scheduled appointments when emergencies arise in their area and their existing appointments can be rescheduled.	<input type="radio"/>	<input type="radio"/>	
You can manually assign lead technicians to oversee large-scale emergency service calls.	<input type="radio"/>	<input type="radio"/>	

Correct Answer:

Answer Area

Statement	Yes	No
Field agents can perform maintenance on customer assets. You can see availability of these agents and schedule them to perform the maintenance during quarterly customer visits.	<input checked="" type="radio"/>	<input type="radio"/>
Technicians can be redirected from scheduled appointments when emergencies arise in their area and their existing appointments can be rescheduled.	<input checked="" type="radio"/>	<input type="radio"/>
You can manually assign lead technicians to oversee large-scale emergency service calls.	<input checked="" type="radio"/>	<input type="radio"/>

Reference: <https://docs.microsoft.com/en-us/dynamics365/field-service/schedule-with-travel-time>

QUESTION 14

DRAG DROP

A company purchases Dynamics 365 Sales and Dynamics 365 Marketing. The company wants to be able to host webinars and events but is concerned about controlling costs.

You need to recommend solutions to meet the company's requirements.

Which products should you recommend? To answer, drag the appropriate products to the correct features. Each product may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view

content.

NOTE: Each correct selection is worth one point.

Select and Place:

Products

Dynamics 365 Marketing

Customer Insights

Dynamics 365 Sales

Dynamics 365 Sales Insights

Answer Area

Requirement

View costs associated with speakers

Create waitlists for events

Product

Correct Answer:

Products

Dynamics 365 Marketing

Customer Insights

Dynamics 365 Sales

Dynamics 365 Sales Insights

Answer Area

Requirement

Product

View costs associated with speakers

Dynamics 365 Marketing

Create waitlists for events

Dynamics 365 Marketing

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/event-financials> <https://docs.microsoft.com/en-us/dynamics365/marketing/event-waitlist>

QUESTION 15

HOTSPOT

A company plans to implement Omnichannel for Customer Service.

For each of the following statements, select Yes if the statement is true. Otherwise, select No.

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area

Statement	Yes	No
Omnichannel for Customer Service allows you to integrate chatbots that can communicate with customers.	<input type="radio"/>	<input type="radio"/>
Agents can only participate in one session at a time.	<input type="radio"/>	<input type="radio"/>
Supervisors can monitor agent conversations only when an agent invites the supervisor to the conversation.	<input type="radio"/>	<input type="radio"/>

Correct Answer:

Answer Area

Statement	Yes	No
Omnichannel for Customer Service allows you to integrate chatbots that can communicate with customers.	<input checked="" type="radio"/>	<input type="radio"/>
Agents can only participate in one session at a time.	<input type="radio"/>	<input checked="" type="radio"/>
Supervisors can monitor agent conversations only when an agent invites the supervisor to the conversation.	<input type="radio"/>	<input checked="" type="radio"/>

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-service/configure-bot> <https://docs.microsoft.com/en-us/dynamics365/customer-service/oc-manage-sessions> <https://docs.microsoft.com/en-us/dynamics365/customer-service/monitor-conversations>

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