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Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Implement Dynamics 365 Sales: This section focuses on the essential processes for setting up and managing Dynamics 365 Sales effectively for Dynamics 365 Sales Professionals.
Topic 2	<ul style="list-style-type: none">Demonstrate Dynamics 365 Customer Insights Capabilities: This section focuses on leveraging customer data to drive sales strategies through Dynamics 365 Customer Insights.
Topic 3	<ul style="list-style-type: none">Implement Security and Customizations in Dynamics 365 Sales: This section addresses the implementation of security measures and customization options within Dynamics 365 Sales for Dynamics 365 Sales Professionals.
Topic 4	<ul style="list-style-type: none">Extend and Enhance Dynamics 365 Sales Capabilities: For Dynamics 365 Sales Professionals, this section evaluates the ability to extend Dynamics 365 Sales functionality and integrate it with other applications using Power Platform tools.

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Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q26-Q31):

NEW QUESTION # 26

A company is implementing the Dynamics 365 Sales mobile app.

The company requires setup of several push notifications for sellers who use the app.

You need to create the push notifications.

Which feature should you use?

- A. Plug-in
- B. Classic Dataverse workflow
- C. Cloud flow

Answer: C

Explanation:

To create push notifications for users of the Dynamics 365 Sales mobile app, you should use Cloud flows (part of Microsoft Power Automate). Cloud flows can automate notifications based on certain triggers or conditions, allowing you to send push notifications to mobile app users effectively.

NEW QUESTION # 27

You use the Dynamics 365 Sales mobile app.

Users must receive a push notification when they are assigned to a lead record.

You need to create the push notification.

Which tool should you use?

- A. Microsoft Power Automate
- B. Microsoft Dynamics 365 App for Outlook
- C. Business process flow
- D. Assistant for Microsoft Dynamics 365 Sales

Answer: A

Explanation:

Topic 2, Terra Flora

Background information

Terra Flora, Incorporated is a boutique pet hotel that has been in business for six (6) months. The hotel guests include both dogs and cats.

The founder created the Dynamics 365 Sales Professional environment to grow their network and pipeline. They started out using out-of-the-box capabilities only and using the Sales Professional app only. Only one environment (production) is in use.

The pet hotel is gaining in popularity and the number of bookings is growing. The founder has shifted their focus to customizing their environment to record the information they need to delight their customers by tailoring the experience to their unique pets.

Terra Flora has recently hired a part-time carer for the resident pets. The carer has been granted the Salesperson security role to allow them to record new leads and update customer information.

You are a Dynamics 365 Customer Experience consultant who has been hired to assist Terra Flora with their customizations, resolve issues, and advise on best designs to meet their requirements.

Overall configurations

To better understand their four-legged customers, Terra Flora has created a custom Portable, which is user-owned and related 1 -n with the Contact table, which represents the pets' primary owner.

The Per table has been added to the Sales Professional app sitemap. The table has the following columns, each created WITHOUT

making any changes to the advanced options.

A pet sub-grid has been added to the Contact main form, using the Active Pets view.

Additionally, Read, Write, and Update, Append, Append To, and Assign access to the Pet table has been added to the Salesperson security role.

"Onboard new pet" business process flow

The founder is creating a business process flow named Onboard new pet to ensure that appropriate information is recorded for all new pets, starting with ensuring the correct litter choices are selected for cats who will be staying at Terra Flora.

When the Onboard new pet business process flow is done, the founder wants to have access to a view that will display all active pets including the Name and Type columns, as well as the current stage on the Onboard new pet business process flow.

Pet table icon

A custom image svg file has been created for the Portable.

Terra Flora wants to ensure this image is displayed alongside the pet page within the app.

Related Pet table activities

Terra Flora wants carers to be able to see their pets' activity history, as well as add new activities related to their pets. They want the following information to appear on their pets' timeline:

- * Tasks carers completed or should do,
- * E-mails exchanged with pet's owner (customer).
- * A record of phone calls.

Other types of activities should NOT appear to users on the Pets forms.

The founder edited the Pet table advanced setting to enable associating Pet records with activities. The founder also added Pet table to the app sitemap that is being used.

Attachments are enabled for the Pet table, including notes and files. But users should NOT see posts in the pet's activity timeline.

Post configuration is NOT enabled for the Pet table.

Logs

Auditing, log access, and read logs have been enabled in the production environment. Auditing has started on the Terra Flora environment and has been enabled for common entities.

Breed galas

To celebrate their upcoming first year in operation, the founder is planning a series of breed galas. The series begins with a Corgi dog breed meet-up gala.

The breed of an owner's pet may be mentioned in many places within the system, including:

1. Emails (subject or body)
2. Notes (including Word documents exports of PDFs uploaded as attachments)
3. Single or multiple lines of text columns on any standard table (including lead, contact and opportunity at minimum)
4. On the Pet table in either the Description or in the Breed columns.

Additionally, the breed may be referenced in several ways including singular, multiple, shorthand (for example: corgi, corgis, or corgs), and may have been misspelled.

Corgi meet-up gala

The carer needs to be assigned ownership of several Contact records (representing customers that own Corgis) that live nearby so that event flyers can be delivered personally. When the carer is delivering flyers, they need to quickly check the owner and related pet information on their phone.

When the Contact records are assigned to carer, any pets that are related to these contacts via the primary owner relationship should also be assigned to the carer.

The founder has created a business process flow on the Portable named Corgi meet-up to allow Corgis to be registered as attending the gala. This business process flow is second in the default order on the Pet table. If the carer has a conversation with the owners, the carer is required to add notes to the timeline and complete the first stage of the business process flow.

Issues

Before the creation of the Pet table, information regarding pets was either added to the owner's Contact record in the form of notes or created as Contact records themselves.

These Contact records used the name of the pet in the Last Name column and the owner's address in the first set of Address columns.

When these pet Contact records are identified, they are deactivated.

No duplicate detection rules have been published and duplicate pet records are currently present across both the Contact and Pet tables.

Auditing

When a pet's dietary requirements or a Contact's email address is updated, Terra Flora requires the following information to be logged:

1. The user who made the change.
2. The current and previous values of the columns.
3. The time and date of the changes.

Terra Flora also needs to track any exports of records to Microsoft Excel within the compliance center.

Relationship behavior

Recently, a pet owner informed Terra Flora that their pet cat has been rehomed.

After receiving this information, the carer deleted the owner's Contact record from the system, which in turn deleted the Pet record. Shortly after, the new pet owner contacted Terra Flora to book their cat for a stay and was frustrated that Terra Flora had NOT retained a record of their cat's dietary requirements or any of the previous carer notes about the cat.

In such situations, Terra Flora now requires that the owner's Contact record should NOT be allowed to be deleted if any Pet records are related to it via the primary owner look-up column.

Users should be required to update the look-up column to new owner's Contact record or remove the current value first before they can delete the Pet record. If the new owner's Contact record is selected on a pet any active bookings against the pet should also be updated to the new owner, but previous inactive bookings should NOT be updated.

Business process flows and the Corgi meet-up gala

The founder has recently made an update to the Onboard new pet business flow but now CANNOT activate it. For the Corgi gala, the founder has asked the carer for help in:

1. completing the registrations that the founder started, and
2. registering more Corgis for the upcoming gala.

When the carer creates new pet records, the carer is UNABLE to see the Corgi meet-up business process flow.

Currently, when the carer checks the owner's record on their phone, the related pet information is difficult to view as they must scroll down to review the information.

NEW QUESTION # 28

Hotspot Question

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.

Answer:

Explanation:

Explanation:

Add a new flavor: Create a price list item

This action allows you to define the price for the new flavor within the product catalog.

Change an order: Select the new bread flavor in the opportunity product. This action directly addresses changing the opportunity to include the new flavor.

NEW QUESTION # 29

You need to satisfy the founder's requirements for displaying the custom image within the app.

Where should you upload the image?

- A. A file column
- B. An image column
- C. An icon control
- D. A web resource

Answer: D

Explanation:

To display a custom image (such as an .svg file) as an icon for a table in a model-driven app, the image should be uploaded as a web resource in Dynamics 365. Web resources are used to store images, scripts, and other assets that can be referenced within the application.

Once uploaded as a web resource, the image can be set as the table icon in the customization settings of the Pet table.

NEW QUESTION # 30

The assistant to the sales leader has some questions on how delegation works when using the Dynamics 365 App for Outlook. They want to know how columns are populated when an email is tracked.

You need to explain the behavior of the tracked email messages, in particular, what is set as the owner of the tracked email from a

delegated mailbox.

What should you convey?

- A. The primary mailbox owner.
- B. The delegate user.
- C. The owner of the linked contact that sent the email.
- D. System (as it is promoted by server-side synchronization).

Answer: A

Explanation:

* When an email is tracked in Dynamics 365 from a delegated mailbox, the primary mailbox owner is set as the owner of the tracked email. This means that if an assistant sends or tracks an email on behalf of another user, the email's ownership will reflect the primary mailbox owner rather than the delegate.

* This behavior ensures that activities are correctly associated with the user who owns the mailbox, aligning with the ownership structure in Dynamics 365.

NEW QUESTION # 31

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