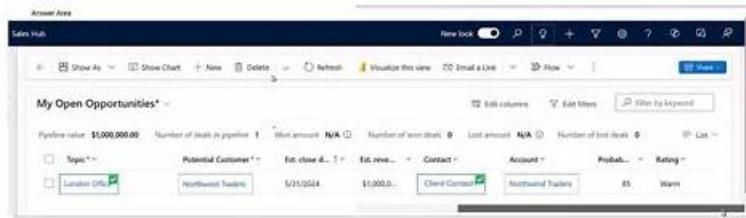


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## Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Implement the Dynamics 365 App for Outlook: This section emphasizes the integration of Dynamics 365 with Outlook to enhance productivity and streamline sales processes for Dynamics 365 Sales Professionals.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>Demonstrate Dynamics 365 Customer Insights Capabilities: This section focuses on leveraging customer data to drive sales strategies through Dynamics 365 Customer Insights.</li></ul>

>> MB-280 Latest Test Simulations <<

## Free PDF Quiz 2026 MB-280: Microsoft Dynamics 365 Customer Experience Analyst Fantastic Latest Test Simulations

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## Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q22-Q27):

### NEW QUESTION # 22

Case Study 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.

#### Configurations

##### Overall configurations

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

The Pet 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.

Column name	Type	Required
Name	Single line of text	Business required
Type	Choice	Business required
Dietary requirements	Multiple lines of text	Optional
Litter type	Choice	Optional
Breed	Single line of text	Optional
Description	Multiple lines of text	Optional

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.

##### Name

##### Pet table icon

A custom image .svg file has been created for the Pet table.

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.

##### Marketing

##### 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 Pet table 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

##### Duplicate records

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 records themselves.

##### Contact

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.

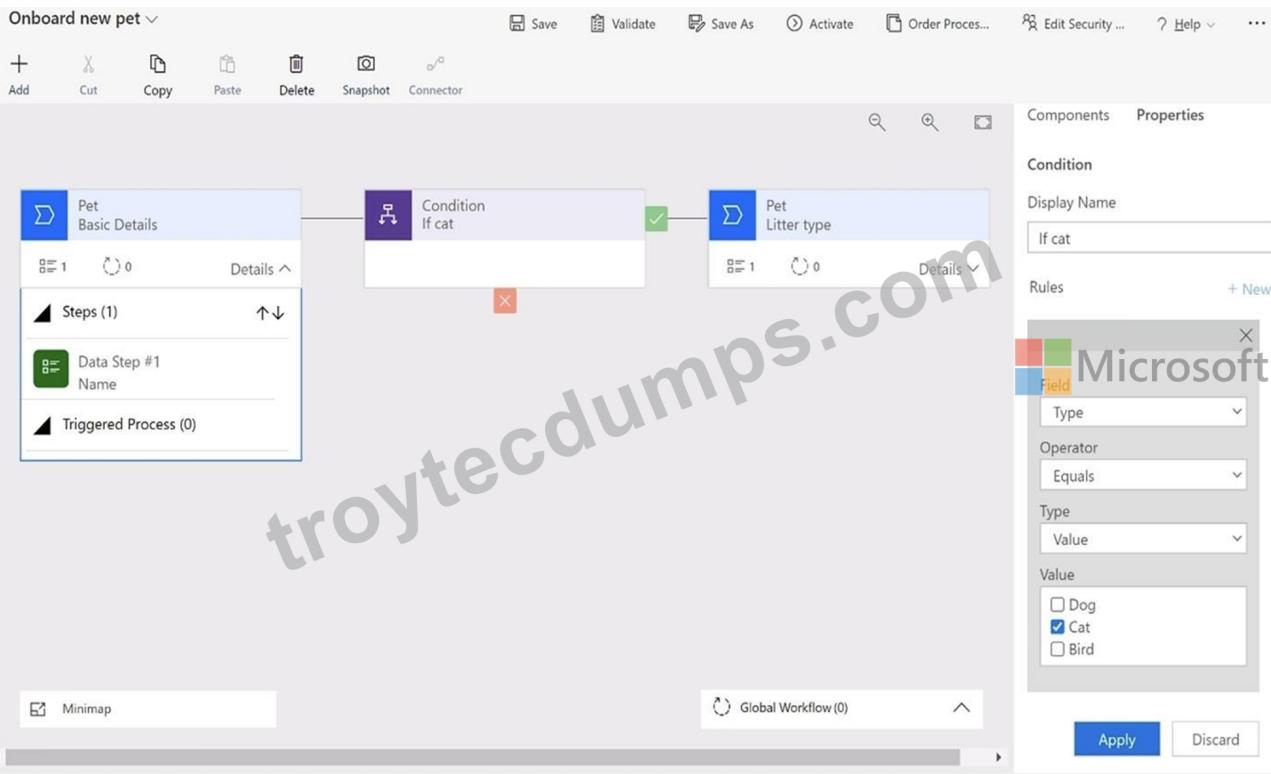
When the carer creates new pet records, the carer is UNABLE to see the Corgi meet-up business process flow.

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.

##### Hotspot Question

You are creating a business process flow named "Onboard new pet" to support onboarding of new clients for a pet care business.

A partially completed business process flow is shown in the following exhibit.



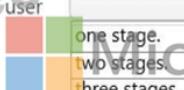
Status: Inactive  
Use the drop-down menus to select the answer choice that completes each statement based on the information presented in the exhibit.

NOTE: Each correct selection is worth one point.  
ANSWER AREA

To enable the business process flow to pass validation, you should ensure that

the column used to evaluate the condition is added to the preceding stage.  
the false side of the condition is connected to a stage.  
the stages on each side of the condition are on different tables.

After the flow has been updated to pass validation, when a user starts creating a new pet record, the user will see



one stage.  
two stages.  
three stages.

**Answer:**

**Explanation:**

**Answer Area**

To enable the business process flow to pass validation, you should ensure that

the column used to evaluate the condition is added to the preceding stage.  
the false side of the condition is connected to a stage.  
the stages on each side of the condition are on different tables.

After the flow has been updated to pass validation, when a user starts creating a new pet record, the user will see

one stage.  
two stages.  
three stages.

**Explanation:**

To enable the business process flow to pass validation, you should ensure that - The false side of the condition is connected to a stage. A business process flow (BPF) must have all possible outcomes leading to a valid stage. In the given BPF, only the true condition (if the pet is a cat) is leading to a stage. However, the false condition (for dogs and birds) must also be connected to a stage to avoid validation errors.

After the flow has been updated to pass validation, when a user starts creating a new pet record, the user will see - Two stages The process starts with the Basic Details stage. If the pet is a cat, it moves to the Litter Type stage. If the pet is not a cat, the process would still need to continue but may follow a different path. Since only two stages are visible in the design, the user will see two stages.

**NEW QUESTION # 23**

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 are a. Arrange the three actions in the correct order.

Actions	Order
Add a new forward mailbox for each relevant user.	
Update all relevant user mailboxes to sync with POP3/SMTP server.	
Update all user mailboxes to sync with Exchange Online.	
Approve email for all relevant users.	
Test the email configuration and enable the selected email mailboxes for all relevant users.	

#### Answer:

Explanation:

Actions	Order
Add a new forward mailbox for each relevant user.	
Update all relevant user mailboxes to sync with POP3/SMTP server.	
Update all user mailboxes to sync with Exchange Online.	
Approve email for all relevant users.	
Test the email configuration and enable the selected email mailboxes for all relevant users.	

Reference:

Approve Email for All Relevant Users:

After updating the mailbox configurations, it's necessary to approve email for all relevant users. This step confirms that the email addresses are verified and allowed to send and receive emails through Dynamics 365.

This approval step is required to ensure that Dynamics 365 has permissions to access and synchronize with each user's mailbox in Exchange Online.

Test the Email Configuration and Enable the Selected Email Mailboxes for All Relevant Users:

Finally, testing the email configuration ensures that server-side synchronization is functioning correctly with Exchange Online. Once the test is successful, enabling the email mailboxes activates the synchronization for all users.

This step verifies that the settings are correct and that emails can be processed as expected, finalizing the setup.

By updating the mailbox settings to Exchange Online, approving email access, and testing and enabling the configuration, you ensure a smooth transition from Gmail to Exchange Online for server-side synchronization, enabling efficient email communication through Dynamics 365.

#### NEW QUESTION # 24

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 select Power Query as an import method when creating the data source.
- B. After you save a Power Query data source, you have to manually trigger the initial refresh process.**
- C. You can only add additional columns to the dataset in Power Query before the data source is created in Customer Insights - Data.
- D. You must create a separate Power Query data source for each table you wish to ingest.

#### Answer: B

Explanation:

Correct:

\* After you save a Power Query data source, you have to manually trigger the initial refresh process.

\* You can add additional tables to the data source using Get Data functionality in the Power Query.

Incorrect:

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

Note:

- \* After you save a Power Query data source, you have to manually trigger the initial refresh process.

For Power BI users, refreshing data typically means importing data from the original data sources into a semantic model, either based on a refresh schedule or on demand. You can perform multiple semantic model refreshes daily, which might be necessary if the underlying source data changes frequently.

- \* You can add additional tables to the data source using Get Data functionality in the Power Query.

When using Power Query in Dynamics 365 Customer Insights - Data, you have the flexibility to add additional tables to your data source through the Get Data functionality. This allows you to manage multiple tables and sources efficiently within a single Power Query environment.

Reference:

<https://learn.microsoft.com/en-us/power-bi/connect-data/refresh-data>

## NEW QUESTION # 25

Drag and Drop Question

You are implementing a new Dynamics 365 Customer Insights - Data environment for your organization.

You complete ingesting the data you need to unify and navigate to the correct page in the Customer Insights - Data application to begin the unification process.

You need to complete the first part of the unification process following best practices.

Which five 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.

Actions

Ensure that fields you wish to combine from different tables have a different **Type**, then save the unified customer fields.

Select **Get started** under **Customer data**.

Ensure that attributes you wish to combine from different tables have the same **Type**, then select **Save source fields**.

Identify the primary key for each table.

Navigate to **Insights** and create a measure using count aggregation.

Select the tables and attributes containing the data you need for the unification process.

Confirm the **Type** for each attribute.

Order




Answer:

Explanation:

#### Actions

Ensure that fields you wish to combine from different tables have a different **Type**, then save the unified customer fields.



#### Order

Select **Get started under Customer data**.

Select the tables and attributes containing the data you need for the unification process.

Identify the primary key for each table.

Ensure that attributes you wish to combine from different tables have the same **Type**, then select **Save source fields**.

Confirm the **Type** for each attribute.

Navigate to Insights and create a measure using count aggregation.

#### Explanation:

1. Select Get started under Customer data.

This is the first step to begin the unification process in Customer Insights - Data.

2. Select the tables and attributes containing the data you need for the unification process. After starting, you must choose the tables and attributes that will be used for unification.

3. Identify the primary key for each table.

Each table must have a primary key that uniquely identifies records.

4. Ensure that attributes you wish to combine from different tables have the same **Type**, then select **Save source fields**. Before unifying, attributes from different sources must have the same type to ensure proper mapping.

5. Confirm the **Type** for each attribute.

After selecting source fields, confirming the attribute types ensures data consistency.

#### NEW QUESTION # 26

What happens when you select the "Track" button in the Dynamics 365 App for Outlook?

- A. The email is moved to a spam folder.
- B. **The email is linked to a Dynamics 365 record.**
- C. The email is forwarded to another user.
- D. The email is deleted from the Outlook inbox.

**Answer: B**

#### NEW QUESTION # 27

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