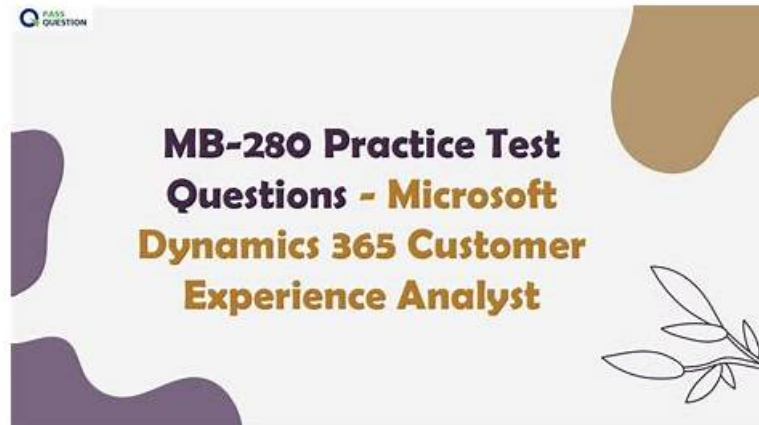


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Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	<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.
Topic 2	<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 3	<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 4	<ul style="list-style-type: none">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.
Topic 5	<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.

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This Microsoft Dynamics 365 Customer Experience Analyst (MB-280) practice exam software is easy to use. A free demo version of this format is also available to assess it before buying. It is compatible with all Windows computers. This Microsoft MB-280 Practice Test software familiarizes you with the real Microsoft Dynamics 365 Customer Experience Analyst (MB-280) exam pattern. You must have an active Internet connection to validate your product license.

Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q48-Q53):

NEW QUESTION # 48

Both your sales and marketing teams use Dynamics 365 applications to conduct campaigns with customers.

Leadership has asked for sales and marketing campaigns to have parent campaigns applied so the combined success of sales and marketing efforts can be measured, along with each division's own success. They want the campaign hierarchy to be clear to users so they can see a "Parent Campaign" relationship. Any actions taken on parent records should automatically be taken on child records.

You need to update table relationships to enable the requirements using the minimum amount of configuration steps.

What should you configure? To answer, select the appropriate options in the answer area.

NOTE: Each correct match is worth one point.

Answer Area

One-to-many ✕

Choose the **Related table** from which to create your relationship lookup. [Learn more](#)

Current (One)	Related (Many)
Table *	Table *
Campaign	<div><div>1</div><div>+</div><div>Campaign</div><div>Parent campaign</div><div>Marketing List</div><div>Quick campaign</div><div>Campaign Activities</div></div>

Lookup column display name *

Campaign

Parent campaign

Child campaign

Campaign Hierarchy

Lookup column name *

cr642_

Lookup column requirement *

Optional

☒ Searchable

☒ Hierarchical

> General

Advanced options

Current table display settings

Display option *

Use plural name

Custom label

Display area *

Details

Display order *

10000

Relationship behavior

Type of behavior * ⓘ

Parental

Referential

Referential, Restrict Delete

Configurable Cascading

Answer:

Explanation:

Answer Area Microsoft

One-to-many ×

Choose the **Related table** from which to create your relationship lookup. [Learn more](#)

Current (One) **Related (Many)**

Table * 1 — + Table *

Campaign 1 — + Campaign

Parent campaign
Marketing List
Quick campaign
Campaign Activities

Lookup column display name *

Campaign
Parent campaign
Child campaign
Campaign Hierarchy

Lookup column name *

cr642_

Lookup column requirement *

Optional

☒ Searchable
☒ Hierarchical

General

Advanced options

Current table display settings

Display option * Custom label

Use plural name Display order *

Details 10000

Relationship behavior

Type of behavior * ⓘ

Parental
Referential
Referential Restrict Delete
Configurable Cascading

NEW QUESTION # 49

Which components are essential for creating a unified customer profile in Dynamics 365 Customer Insights? (Select TWO)

- A. Data Sources
- B. Calculated Fields
- C. Power BI Reports
- D. Data Matching Rules

Answer: A,D

NEW QUESTION # 50

You need to create a Trend chart.

Which two types of columns can you add to the Trend chart? Each correct answer presents a complete solution. (Choose two.)

NOTE: Each correct selection is worth one point.

- A. Hierarchy related
- B. Simple
- C. Calculated
- D. Rollup

Answer: C,D

Explanation:

Only Roll up and Calculated type columns have the checkbox option for "Show in Trend Chart", for other types of columns (e.g. Quota column which has Simple type) this checkbox option is hidden as shown below:

Note:

Enhanced configuration is available for the Trend chart and Flow chart within Microsoft Dynamics 365 Sales Insights.

Enable Trend chart using the "Show in Trend Chart" checkbox setting:

The Trend chart is now available as a part of the Predictive forecasting feature.

You need to select/deselect the "Show in Trend Chart" checkbox at the time of configuring the specific column inside the forecast configuration.

Navigate to App settings > under Forecast configurations > Open the appropriate "Forecast configuration" record > navigate to the "Layout" step > under the appropriate column (e.g. Won column) > click on the setting icon as highlighted below:

Only Roll up and Calculated type columns have the checkbox option for "Show in Trend Chart", for other types of columns (e.g. Quota column which has Simple type) this checkbox option is hidden as shown below:

NEW QUESTION # 51

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.

Answer Area

Issue	Action
Opportunity updated today is NOT included in the chart.	<div>Update roll-up settings.</div> <div>Update goal criteria.</div> <div>Update roll-up settings.</div> <div>Update personal options.</div>
Time period for the goal is inaccurate.	<div>Have the manager update the goal.</div> <div>Have the salesperson update the goal.</div> <div>Have the manager update the goal.</div>

Answer:

Explanation:

Answer Area

Issue	Action
Opportunity updated today is NOT included in the chart.	<div>Update roll-up settings.</div> <div>Update goal criteria.</div> <div>Update roll-up settings.</div> <div>Update personal options.</div>
Time period for the goal is inaccurate.	<div>Have the manager update the goal.</div> <div>Have the salesperson update the goal.</div> <div>Have the manager update the goal.</div>

Reference:

Time Period for the Goal is Inaccurate: Have the manager update the goal If the goal's time period is incorrect, the data might not align with the expected reporting period. To correct this, you need to have the manager update the goal to ensure that the time period accurately reflects the intended tracking duration.

Managers typically have the required permissions to adjust goal settings, including the start and end dates, which directly affect how goals are calculated and displayed.

By updating the roll-up settings and ensuring the goal's time period is correct, you can address these issues, ensuring that the goal chart reflects accurate and up-to-date information for the sales team.

NEW QUESTION # 52

The marketing team at your organization generates leads using form submissions in Dynamics 365 Customer Insights - Journeys. The marketing team then nurtures the leads to hand-off to the sales team. If accepted, sellers will work the leads using Dynamics 365 Sales.

Leads are considered to be stale if they are NOT ready to be accepted after six (6) months.

You need to create a bulk deletion job to delete stale leads as long as they have a Parent Contact. You used a saved view to start the query but need to complete the criteria.

What should you configure? To answer, select the appropriate operator or value to be added for each search criteria.

NOTE: Each correct selection is worth one point.

Answer Area

Define Search Criteria

Select search criteria to identify records to delete.

Look for: Leads Use Saved View: Leads: Older Than 6 Months

Clear Group AND Group OR

AND

- Created On Older Than X Months 6
- Lead source type
 - Marketing
 - Sales
 - TeleprospectNo
- Sales ready
 - Equals
 - Does not equal
 - Contains data
 - Does not contain data
- Parent Contact for lead
 - Equals
 - Does not equal
 - Contains data
 - Does not contain data

Select

Microsoft

Answer:

Explanation:

Answer Area

Define Search Criteria

Select search criteria to identify records to delete.

Look for: Leads Use Saved View: Leads: Older Than 6 Months

Clear Group AND Group OR

AND

Created On Older Than X Months 6

Lead source type

Equals Does not equal Contains data Does not contain data

Sales ready

Equals Does not equal Contains data Does not contain data

Parent Contact for lead

Equals Does not equal Contains data Does not contain data

Select

Marketing Sales Teleprospector No

NEW QUESTION # 53

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In this fast-changing world, the requirements for jobs and talents are higher, and if people want to find a job with high salary they must boost varied skills which not only include the good health but also the working abilities. But if you get the MB-280 certification, your working abilities will be proved and you will find an ideal job. We provide you with MB-280 Exam Materials of high quality which can help you pass the exam easily. It also saves your much time and energy that you only need little time to learn and prepare for exam.

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