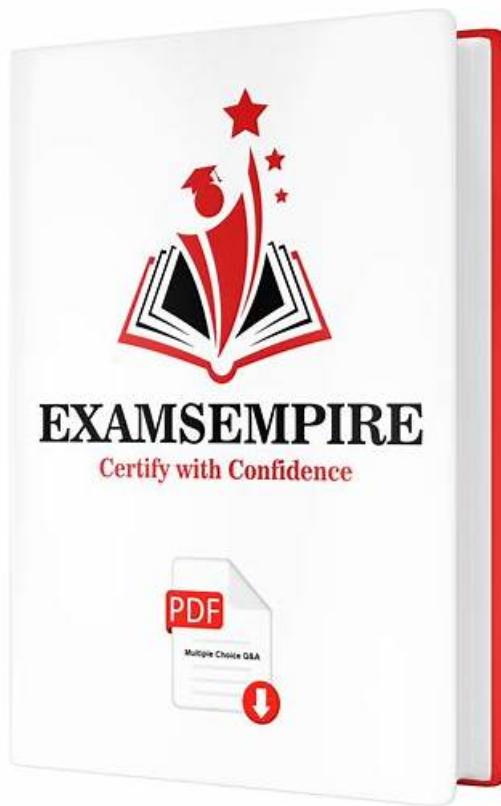


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Microsoft MB-280 Exam Syllabus Topics:

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 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 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 Dynamics 365 Sales: This section focuses on the essential processes for setting up and managing Dynamics 365 Sales effectively for Dynamics 365 Sales Professionals.

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Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q85-Q90):

NEW QUESTION # 85

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, remove rows that contain null values, and name the query. Select Next and your data is now ready for unification.

Does this meet the goal?

- A. Yes
- B. No

Answer: A

Explanation:

* Transforming the first row to be used as headers, removing rows with null values, and naming the query prepares the data appropriately for unification in Customer Insights - Data.

* By setting the headers and removing rows with high proportions of nulls, the data becomes cleaner and more structured, which is essential for successful unification in Customer Insights. Therefore, this solution meets the goal of preparing the data for unification.

NEW QUESTION # 86

The sellers at your organization are keen to adopt generative AI 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 are a. Arrange the four actions in the correct order.

Answer:

Explanation:

Reference:

By following these steps, you enable the sellers to edit Account records in Copilot for Sales while restricting access to the "Revenue Forecast" field, ensuring both productivity and compliance with organizational policies.

NEW QUESTION # 87

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

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

Answer: A,C

NEW QUESTION # 88

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 search Dataverse to retrieve single records using a right-hand pane on the model-driven app
- 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 build segments using simple words to specify what audience they want to target.**
- 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: C

Explanation:

* The Query Assist feature 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.

NEW QUESTION # 89

You need to configure search to ensure the administrators can find all records which reference Corgis. Which action must you perform?

- A. For all relevant tables, ensure that the Can enable sync to external search index setting is False.
- **B. Within the solution, ensure all relevant tables are indexed.**
- C. Within system settings, select up to 10 relevant tables.
- D. Add columns to be searched to the Lookup view for each relevant table.

Answer: B

Explanation:

To enable comprehensive search capabilities for administrators to find all records referencing specific terms (such as "Corgis"), it is essential to ensure that all relevant tables are indexed.

In Dynamics 365, configuring search functionality for specific tables involves setting up the tables to be searchable, which can be done by indexing them within the solution.

Indexing relevant tables makes them accessible in the search feature and ensures all fields within those tables can be searched, allowing for quick retrieval of records that reference specific terms.

System settings (Option A) is limited to selecting up to 10 tables and is more about quick search rather than full indexing. The sync to external search index setting (Option C) is for integration with external search tools and does not directly impact internal search capabilities.

Adding columns to the Lookup view (Option D) affects how lookups work but does not influence full-text search results.

Reference from Microsoft Documentation:

For configuring search indexing, refer to Configure relevance search in Dynamics 365 for more information on indexing tables to enhance search capabilities.

NEW QUESTION # 90

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