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Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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 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 5	<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 (Q33-Q38):

NEW QUESTION # 33

Your organization introduced a new loyalty solution that exposes the loyalty profile and related point transactions in an Azure SQL Database.

You need to ensure the new loyalty data is imported from the Azure SQL Database into Dynamics 365 Customer Insights - Data and refreshed incrementally.

Which five actions should you perform in sequence within Customer Insights - Data before selecting Save to complete the creation? To answer, move the five appropriate actions from the list of actions to the answer area. Arrange the five actions in the correct order.

Answer:

Explanation:

NEW QUESTION # 34

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

You are reviewing a Dynamics 365 implementation for your customer.

During the review, the customer tells you that they want a central search function which displays results by relevance.

You need to prepare to configure Dataverse search for the implementation.

Solution: Recognize that when you enable Dataverse search, it is enabled for all model-driven apps.

Does this meet the goal?

- A. No
- B. Yes

Answer: A

Explanation:

Correct:

* Recognize that when you enable Dataverse search, it is enabled for all model-driven apps.

Turning on Dataverse search allows global search in all model-driven apps in that environment and allows generative AI experiences to work.

Incorrect:

- * Ensure that any tables you wish to display results from are included in the model-driven apps.
- * Ensure that you add columns to the search criteria by editing the Advanced Find view for each table.

Reference:

<https://learn.microsoft.com/en-us/power-platform/admin/configure-relevance-search-organization>

NEW QUESTION # 35

Your organization is using Dynamics 365 Sales to track its sales pipeline, and you have implemented sales forecasting using the out-of-the-box sample forecast configuration.

The vice president of sales wants the forecast to categorize lost deals using the more detailed opportunity status code reasons of "Cancelled" and "Outsold." You need to enable the detailed categorization requested by the vice president of sales.

Which two actions should you take? Each answer presents part of a solution. (Choose two.) NOTE: Each correct selection is worth one point.

- A. Add the detailed lost reasons to the msdyn_forecastinstance status code option set.
- B. Add the detailed lost reasons to the opportunity forecast category option set.
- C. Update the field mappings in the Opportunity Forecast Category Mapping Process workflow.
- D. Create a new cloud flow to map opportunity state code to forecast category.

Answer: B,C

Explanation:

To ensure that the sales forecast categorizes lost deals using more detailed reasons like "Cancelled" and "Outsold," you need to modify how the opportunity status codes are mapped to the forecast categories.

Add the detailed lost reasons to the opportunity forecast category option set This ensures that the system can recognize and categorize opportunities as "Cancelled" or "Outsold" within the forecast. The forecast category option set must be updated to accommodate the new lost reasons.

Update the field mappings in the Opportunity Forecast Category Mapping Process workflow This workflow determines how opportunity status codes map to forecast categories. Updating the field mappings ensures that opportunities with "Cancelled" or "Outsold" reasons are correctly classified within the forecast.

NEW QUESTION # 36

You are implementing Dynamics 365 Customer Insights - Data as the company's Customer Data Platform. You set up the data sources and start the unification process. You need to identify the primary table within the Matching conditions page.

Which two criteria should you use to determine the primary table? Each correct answer presents a complete solution. Choose two.

NOTE: Each correct selection is worth one point.

- A. Choose the table that has the most related tables.
- B. Choose the table with the most complete and reliable profile data about your customers.
- C. Choose the Dynamics 365 contact table when this is available as the data source.
- D. Choose the table that has several attributes in common with other tables.

Answer: B,C

Explanation:

When determining the primary table in Customer Insights during the unification process, the goal is to choose the table that provides the most robust and accurate customer profile information.

Criterion A is crucial because having complete and reliable customer profile data ensures that the unified profile is accurate and comprehensive.

Criterion C is recommended by Microsoft when using Dynamics 365 data, as the contact table often serves as the primary source of customer information within the Dynamics 365 ecosystem.

While tables with many related tables or common attributes with other tables may provide supplementary information, they do not necessarily constitute the primary source for reliable customer data.

NEW QUESTION # 37

A sales manager wants to set up goals for all salespeople. The goal measurement is based on the total outgoing calls finished each year. The goals for the fiscal year are based on a calendar year (January - December).

You need to create the rollup query for the goal metrics.

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

NOTE: Each correct selection is worth one point.

Answer:

Explanation:

Explanation:

* Date Field - Actual End:

* The Actual End date field is typically used to mark when an activity, such as an outgoing call, is completed. Since the sales manager wants to measure completed outgoing calls, using Actual End ensures that only calls finished within the fiscal year are included in the goal measurement.

* This setting will align with the requirement to track activities finished within a specific time frame (January - December).

Reference: Microsoft Documentation - Configure Goal Metrics and Rollup Fields Rollup Field - Actual (integer):

The Actual (integer) rollup field is suitable for counting the total number of completed outgoing calls. This setting ensures that each completed call is tallied accurately, providing a straightforward measure of the sales team's activity in terms of call volume.

Using an integer type for the rollup field is appropriate for count-based metrics like this.

Reference: Microsoft Documentation - Define Rollup Fields for Goals

Source Record Type Status - Completed:

The Completed status ensures that only calls marked as completed are counted towards the goal. This is crucial for measuring finished activities, as it excludes calls that may still be in progress or have other statuses.

Setting the source record type status to Completed aligns with the requirement to measure only outgoing calls that have been fully executed.

Reference: Microsoft Documentation - Goal Management with Status Filtering By selecting Actual End as the date field, Actual (integer) for the rollup field, and Completed for the source record type status, you ensure that the goal measurement accurately reflects completed outgoing calls within the specified calendar year timeframe.

NEW QUESTION # 38

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