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Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Configure and Customize Dataverse and Model-Driven Apps: This section covers the ability of Dynamics 365 Sales Professionals in the configuration and customization of Dataverse and model-driven apps to meet business needs.
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">• 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 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.

Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q102-Q107):

NEW QUESTION # 102

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 # 103

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 area. 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 # 104

Your organization has been noticing some peculiar field changes on certain records and wants to know what is causing this. You need to audit user access and updates for several custom tables.

Which two boxes must be checked as prerequisites steps? To answer, select the appropriate check boxes in the answer area.

NOTE: Each correct selection is worth one point.

Answer:

Explanation:

Reference:

Audit User Access:

The Audit User Access checkbox ensures that user activities related to accessing records are tracked. This is essential for identifying when specific users accessed records, which could correlate with field changes observed.

Enabling this option provides insights into who accessed which records and when, which is useful in understanding user behavior and any unusual access patterns.

Additional Steps for Table-specific Auditing (if needed):

After enabling auditing at the system level, specific tables (entities) need to have auditing enabled if they are not covered under common, sales, marketing, or customer service entities.

Go to Settings > Customizations > Customize the System, select the custom table, and ensure that Auditing is enabled on the desired fields within the table.

By enabling both Start Auditing and Audit User Access, you ensure that both data changes and access patterns are recorded, providing a comprehensive audit trail for monitoring and troubleshooting field changes on records.

NEW QUESTION # 105

Case Study 1 - Contoso Ltd

Background information

Contoso Ltd. has started a new division that provides janitorial services to businesses.

The sales teams for this division are using a dedicated instance of Dynamics 365 Sales.

Contoso Ltd.'s sellers are becoming accustomed to Copilot in Sales and Sales Insights features.

They have identified several desired enhancements.

System configuration

The base currency for all opportunities in the system is US dollars (USD). The administrator has NOT enabled installed premium Sales Insights features. All users have Premium licenses.

Contoso Ltd. uses Exchange Online for email.

Only three default insights cards are turned on:

1. Close date coming soon
2. Meeting today
3. Upcoming meeting

The system administrator has set the following days before notifying me value for the Close date coming soon card to 21 days.

Contoso Ltd. has also just set up Dynamics 365 Customer Insights

- Journeys for marketing automation. No segments or customer journeys have been defined yet.

Dynamics 365 Sales and Customer Insights - Journeys both share the same instance of Microsoft Dataverse.

Copilot in Dynamics 365 Sales settings

The following screenshots show the configured fields for opportunity settings summaries and recent changes in Copilot.

Contoso Ltd. Personnel

Business development managers

Contoso Ltd. has 30 business development managers (BDMs) across its sales teams. Each BDM is responsible for selling janitorial services to new and existing clients. All BDMs are assigned the sales manager security role in Dynamics 365 Sales.

Any BDM can own an opportunity, even if a different BDM owns the client account record. Any other BDMs assigned to work on the opportunity will be included in the opportunity record's sales team. Opportunity records owned by a BDM will never include any additional client stakeholders other than the named contact for the opportunity.

The BDMs have been told to document all client communications in Dynamics 365, but they frequently exchange emails with client contacts through Microsoft Exchange WITHOUT tracking them in Dynamics 365.

Digital sales team

Contoso Ltd. has a digital sales team that comprises 10 junior sales resources who focus on lead qualification and conversion to opportunities. Members of this team are assigned a single custom security role named Digital seller that is a copy of the standard Salesperson role. View audit history and view audit summary permissions are disabled.

The team currently receives leads from an online form on Contoso Ltd.'s website. Many online lead submissions end up being duplicates, and the team manually reconciles the duplicates by comparing last name, email address, and phone number for all

submitted leads.

Clients

Client tiers

Clients are grouped into tiers based on annual revenue as calculated in a system outside Dynamics 365 Sales. Clients receive different levels of ongoing service and support based on their tier assignment.

Annual revenue values for accounts and corresponding tier values are written to Dynamics 365 through a nightly batch process. Client tier values are only updated when they change, and tier value will always be blank for accounts with no calculated annual revenue.

The tier structure is:

Tier A -- annual revenue greater than or equal to \$10,000,000 USD

Tier B -- annual revenue greater than \$5,000,000 USD and less than \$10,000,000 USD Tier C -- annual revenue greater than \$0 USD and less than or equal to \$5,000,000 USD The tier label is stored in a custom text field named Client tier (contoso_clienttier) that contains only a single letter or is blank.

Northwind Traders account

There are three BDMs who frequently work together on large opportunities.

BDM1 is the account owner for Northwind Traders, a multinational client.

- BDM1 owns all Northwind Traders opportunities with estimated revenue greater than or equal to \$1,000,000. BMD2 and BDM3 are assisting BDM1 with several opportunities for Northwind Traders in different cities.

- BDM3 owns all other Northwind Traders opportunities. BDM3 is NOT a sales team member for any of the opportunities BDM1 owns.

- BDM2 is a sales team member for all Northwind Traders opportunities.

Client Contact1 is the primary contact for the Northwind Traders' account. There are two other client contacts with whom the Northwind account team regularly engages - Client Contact2 and Client Contact3.

BDM1 and Northwind Traders account

BDM1 has been on vacation for two weeks. During vacation, BDM1 did NOT log into Dynamics 365, and BDM2 made the following updates to several open Northwind Traders opportunities.

BMD2 also scheduled an internal meeting with BMD1 for the day they return to discuss a request from the primary contact for the account. The meeting has the "London office" opportunity as its regarding value.

Desired enhancements

The global sales lead requests the following enhancements:

1. A "Welcome" email should be sent to the primary contact for an account when the account first enters any client tier. This email should only be sent to the primary contact once.
2. Account owners should receive immediate notifications in the assistant in Dynamics 365 Sales when accounts change tiers. The notifications should include the account name and current tier.
3. A "Getting started" email should be sent to the main contact associated with an opportunity when the opportunity status is set to "Won."

1. The email should include a link to a custom onboarding form where the contact can supply information required to start the janitorial services for a given location.

2. If the contact does NOT click any links in the email, a follow-up email should be sent.

4. All emails between BDMs and client contacts should be available for relationship analytics KPIs. Emails sent by other users outside of Dynamics 365 should NOT be included in the KPIs.

The digital sales team lead requests the following enhancements:

1. The ability for team members to use Copilot to summarize changes to lead records.

2. Replace the current online form used by their team to capture new leads. The new form should automatically handle duplicates using the rules the team currently applies manually.

Hotspot Question

BDM1 logs into the Sales Hub on June 3, 2024. BDM1 opens the assistant from the navigation bar. Which two open opportunities will BDM1 see mentioned in the close date coming soon reminder cards? To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Answer:

Explanation:

Explanation:

Based on the scenario provided and the visual data from the images, the key information needed to determine which opportunities BDM1 will see in the "Close date coming soon" reminder cards are:

The "Close date coming soon" insight card is set to notify 21 days before the estimated close date.

BDM1 logs into the system on June 3, 2024.

In the "Open Northwind Opportunities", the following opportunities are listed with their estimated close dates:

London Office: 6/04/2024

Toronto Office: 6/12/2024

Mexico City Office: 6/18/2024

Seattle Office: 6/19/2024

New York City Office: 6/26/2024

Since BDM1 logged in on June 3, 2024, and the system will show opportunities closing within the next 21 days, the opportunities BDM1 will see are:

London Office (close date of June 4, 2024)

Toronto Office (close date of June 12, 2024)

These two opportunities are within 21 days of June 3, 2024, and will trigger the "Close date coming soon" reminder cards.

NEW QUESTION # 106

A company generates leads from a webform. Salespeople manage leads by country/region. All salespeople are part of the same Dynamics 365 Sales team.

The sales manager requires the following functionality:

Automate lead assignments.

Ensure each seller can never have more than 20 open leads.

You create a country/region attribute for the process. You must simplify the process. You plan to use segments when possible.

You need to create a lead assignment rule for each country/region.

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

NOTE: Each correct selection is worth one point.

Answer:

Explanation:

NEW QUESTION # 107

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