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Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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 3	• 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.

Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q16-Q21):

NEW QUESTION # 16
A company sends its salespeople to trade shows to meet potential customers. One day after the trade shows, the salespeople currently send a follow-up email manually to the potential customers they met. They would like a task to remind them to call the potential customers a week after that.
You need to increase the follow-up rate for salespeople after a tradeshow.
Which actions should you take? To answer, select the appropriate options in the answer area.
NOTE: Each correct selection is worth one point.

Answer:

Explanation:
Reference:
Ensure That the Process Applies Only to Tradeshow Leads: Use segments
Segments are used to filter leads based on specific criteri
a. By using segments, you can ensure that the automated sequence is triggered only for leads generated from trade shows.
This action targets the automation specifically at the tradeshow leads, ensuring that other leads are not inadvertently included in this process.
Ensure Proper Timing of Activities: Set relative due date
Setting a relative due date allows you to define a timeframe between actions in the sequence. For example, the follow-up call task can be scheduled for one week after the initial email.
This ensures that tasks are executed with the correct timing, aligning with the desired schedule of following up with potential customers one week after the first contact.
By implementing sequences to automate follow-ups, using segments to filter for tradeshow-specific leads, and setting relative due dates for timely task execution, the company can optimize its post-tradeshow follow-up process and enhance the likelihood of successful customer engagement.

NEW QUESTION # 17
Hotspot Question
You are a Dynamics 365 Sales administrator. You create a forecast by using the forecast category layout shown in the exhibit:
Use the drop-down menus to select the answer choice that answers each question based on the information presented in the graphic.
NOTE: Each correct selection is worth one point.

Answer:

Explanation:
Explanation:
Where should you rename the Omitted column to Cancelled for this forecast? - Layout column settings Renaming or customizing columns in the forecast layout would be done through the layout column settings where you control what each column is labeled.
Where should you delete the Lost column for this forecast? - Forecast configuration To remove a column like "Lost" from the forecast, you need to adjust the forecast configuration settings. This is where structural changes such as adding or removing columns are managed.

NEW QUESTION # 18
The remote sales workforce of your organization has been using the integrated Teams chat to collaborate internally. To save time, you indicate to the sales leader that suggested contacts can be displayed when a seller starts a new connected chat.
The sales leader asked you to configure the ability to use suggested contacts.
Which three users can you use as a rule for suggesting contacts? Each correct answer presents a complete solution. (Choose three.)
NOTE: Each correct selection is worth one point.

- A. The user assigned as your manager on your system user record.
- B. The Created By of the initiating record.
- C. The Last Modified By of the initiating record.
- D. The Record Owner of the initiating record.
- E. The system user who updated a timeline activity on the initiating record.
- F. The Record Owner of your linked business unit.

Answer: A,B,D

Explanation:
When configuring suggested contacts for a new connected chat in Dynamics 365, the following user roles can be utilized as rules for suggesting contacts:
The user assigned as your manager on your system user record: This is a logical option, as it allows the system to suggest contacts that are in the user's direct reporting line.
The Record Owner of the initiating record: This user is directly associated with the record being discussed or worked on, making it relevant for suggestions.
The Created By of the initiating record: The creator of the record may also have pertinent insights or context about the record, making them a suitable candidate for suggestion.

NEW QUESTION # 19
A company must decide whether to use push notifications or assistant cards in the Dynamics 365 Sales mobile app.
You need to recommend which functionality the company should use based on its scenarios.
Which functionalities should you recommend? To answer, move the appropriate functionalities to the correct requirements. Each functionality may be used once, more than once, or not at all. You may need to move the split bar between panes or scroll to view content.
NOTE: Each correct selection is worth one point.

Answer:

Explanation:

NEW QUESTION # 20
Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution. Determine whether the solution meets 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 configure forecasts for a clothing manufacturer.
A salesperson updates an opportunity and wants to refresh the forecast
You need to show the salesperson how to refresh the forecast.
Solution: Recalculate the opportunity.
Does this meet the goal?

- A. Yes
- B. No

Answer: B

Explanation:
Correct:
* Recalculate the forecast
Incorrect:
* Recalculate the opportunity.
* Update the Opportunity Forecast Category Mapping process.
Note:
Example of forecast recalculation methods
Let's understand the different methods with an example. Consider a scenario where you have a forecast with 4 quarterly periods and an annual period. Assume that you're currently in Q4. The following table shows when and how the forecast data is updated for different scenarios and periods.
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Dynamics 365 Sales, Recalculate forecasts manually
You want the forecast data to be up-to-date to make informed decisions. Forecast data is automatically recalculated at regular intervals. However, you can trigger a manual recalculation when you want to recalculate the forecast data immediately. You can also trigger a manual recalculation for past and future periods as they aren't automatically recalculated.
Recalculate and refresh forecast data manually
1. Open the forecast. Verify the Last updated timestamp on the command bar to know when the forecast was last recalculated successfully.

2. Select Recalculate data.

A notification appears at the top of the screen, confirming the recalculation. Recalculation happens in the background, and you can continue to work while recalculation is in progress.
3. After the application recalculates the forecast data, a notification appears to refresh the data. On the notification, select Refresh page.
Reference:
https://learn.microsoft.com/en-us/dynamics365/sales/keep-forecast-data-up-to-date
https://learn.microsoft.com/en-us/dynamics365/sales/forecast-recalculation-methods

NEW QUESTION # 21
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