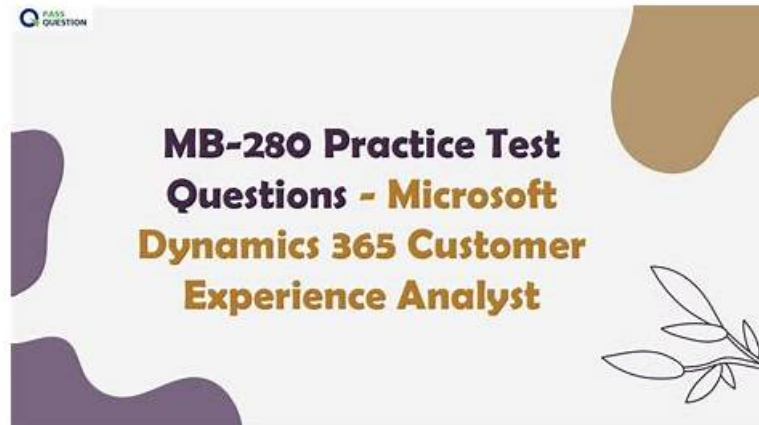


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## Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• Demonstrate Dynamics 365 Customer Insights Capabilities: This section focuses on leveraging customer data to drive sales strategies through Dynamics 365 Customer Insights.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• 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.</li></ul>

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## Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q43-Q48):

### NEW QUESTION # 43

#### Drag and Drop Question

Your organization works with larger customers (accounts) that can have a single holding and then many subsidiaries through different levels in a parent-child relationship.

The chief commercial officer wants the sales team to start creating different account plans for each individual subsidiary.

You need to create a new custom account plan table so that records can have the same parent-child relationships as the account records. The relationships must be able to be visualized in a hierarchy.

Which four actions should you perform in sequence before saving and publishing your changes?

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:

Explanation:

1. Create a new account plan table: This is the first step to define the structure for account plans.
2. Open the advanced Relationship settings: This is necessary to configure relationships between records.
3. Create a 1:N self-referential relationship and mark the relationship as hierarchical: This establishes the parent-child relationship structure for the account plan.
4. Go to the Hierarchy Settings grid view: This allows you to configure the hierarchy visualization for the account plans.

### NEW QUESTION # 44

You are configuring Dynamics 365 Sales as part of a new implementation at your organization. Your organization has Sales Professional licensing.

Your organization sells over 100 different types of products across different divisions. A lot of selling occurs at conferences where sellers meet prospects and gather business cards to create leads.

After reviewing the requirements from your business stakeholders, you identify that:

1. Sellers sometimes only want to convert leads gathered at events to contacts before they start tracking any deals with that contact.
2. Sellers must be given multiple different options for specifying the final status of deals they have been tracking.

Your current System Settings is as follows:

Use the drop-down menus to select the answer choice that answers each question. NOTE: Each correct selection is worth one point.

#### Answer:

Explanation:

Reference:

Steps to Configure the Quality Lead Experience Setting:

Navigate to Settings > Administration > System Settings.

Go to the Sales tab.

Set Qualify lead experience to "Yes" to allow flexibility in lead conversion.

Requirement #2

The requirement states that sellers need different options for specifying the final status of deals.

The Customize close opportunity form setting allows customization of the form where users specify the status reason when closing an opportunity.

By enabling this, you can provide multiple status options, helping sellers specify various outcomes for closed deals (e.g., different statuses for won or lost deals).

Steps to Configure the Customize Close Opportunity Form Setting:

Navigate to Settings > Administration > System Settings.

Go to the Sales tab.

Set Customize close opportunity form to "Yes" to allow adding specific status options when an opportunity is closed.

By setting these configurations, Dynamics 365 Sales will support both the need for flexible lead qualification and provide detailed status options for opportunity closures, aligning with the organization's requirements.

### NEW QUESTION # 45

#### Drag and Drop Question

The sales team wants to see a timeline of related activities and notes on a custom Dynamics 365 Sales form.

You need to add a timeline control to the form,

Which five actions should you perform in sequence? 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:

□ Explanation:

Step 1: Add all tables you want to be visible in the timeline

Add the timeline component to a form

1. Sign in to Power Apps.

2. Select Tables on the left navigation pane, and then open the table you want. If the item isn't in the side panel pane, select ...More and then select the item you want.

Step 2: Open the form from the table you want to add the control to.

3. Select the Forms area, and then open the form where you want to add or configure a timeline.

Step 3: Choose the timeline from components list and add to the section you want

4. In the form designer, select Components from the left navigation, and then scroll down to the Timeline component on the left side. Drag and drop it into a section on the form.

Step 4: Configure the control

5. Make the changes you want to the timeline settings.

Step 5: Save and publish

6. Before you can view any configuration changes on the table form, you must save and publish your updates on the timeline component. Select Save, and then select Publish to make your form changes available on the table form for the environment.

#### NEW QUESTION # 46

The assistant to the sales leader has some questions on how delegation works when using the Dynamics 365 App for Outlook. They want to know how columns are populated when an email is tracked.

You need to explain the behavior of the tracked email messages, in particular, what is set as the owner of the tracked email from a delegated mailbox.

What should you convey?

- **A. The primary mailbox owner.**
- B. The owner of the linked contact that sent the email.
- C. System (as it is promoted by server-side synchronization).
- D. The delegate user.

**Answer: A**

Explanation:

\* When an email is tracked in Dynamics 365 from a delegated mailbox, the primary mailbox owner is set as the owner of the tracked email. This means that if an assistant sends or tracks an email on behalf of another user, the email's ownership will reflect the primary mailbox owner rather than the delegate.

\* This behavior ensures that activities are correctly associated with the user who owns the mailbox, aligning with the ownership structure in Dynamics 365.

#### NEW QUESTION # 47

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

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.

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