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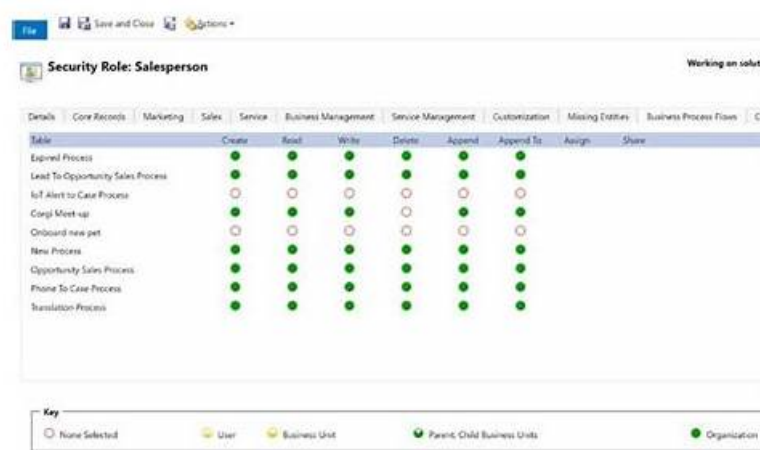

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Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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.
Topic 2	• Demonstrate Dynamics 365 Customer Insights Capabilities: This section focuses on leveraging customer data to drive sales strategies through Dynamics 365 Customer Insights.
Topic 3	• 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 4	• 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.

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Microsoft MB-280 New Dumps Sheet - Exam MB-280 Vce

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Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q63-Q68):

NEW QUESTION # 63
Hotspot Question
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:

Answer Area

Requirement from business stakeholders

Which setting should you update to meet requirement #1?

System setting

Customize close opportunity form
Make price lists optional
Quality lead experience
Save business card images
Adding products

Which setting should you update to meet requirement #2?

Customize close opportunity form
Make price lists optional
Quality lead experience
Save business card images
Adding products

Explanation:
For Requirement #1:
Quality lead experience: This setting will allow sellers to create Account, Contact, and Opportunity records by default upon qualifying a lead. This aligns with the need for sellers to convert leads gathered at events to contacts before tracking any deals.
For Requirement #2:
Customize close opportunity form: This setting will enable the customization of the closing form, allowing sellers to have multiple options for specifying the final status of deals they have been tracking.

NEW QUESTION # 64
You need to create a Trend chart.
Which two types of columns can you add to the Trend chart? Each correct answer presents a complete solution. (Choose two.)
NOTE: Each correct selection is worth one point.

- A. Simple
- B. Rollup
- C. Calculated
- D. Hierarchy related

Answer: B,C

Explanation:
Only Roll up and Calculated type columns have the checkbox option for "Show in Trend Chart", for other types of columns (e.g. Quota column which has Simple type) this checkbox option is hidden as shown below:
Note:
Enhanced configuration is available for the Trend chart and Flow chart within Microsoft Dynamics 365 Sales Insights.
Enable Trend chart using the "Show in Trend Chart" checkbox setting:
The Trend chart is now available as a part of the Predictive forecasting feature.
You need to select/deselect the "Show in Trend Chart" checkbox at the time of configuring the specific column inside the forecast configuration.
Navigate to App settings > under Forecast configurations > Open the appropriate "Forecast configuration" record > navigate to the "Layout" step > under the appropriate column (e.g. Won column) > click on the setting icon as highlighted below:

Only Roll up and Calculated type columns have the checkbox option for "Show in Trend Chart", for other types of columns (e.g. Quota column which has Simple type) this checkbox option is hidden as shown below:

Reference:
https://www.inogic.com/blog/2022/10/enhanced-trend-and-flow-chart-in-sales-forecasting-within-dynamics-365-crm/

NEW QUESTION # 65

You are running Dynamics 365 Sales for a pharmaceutical company. The hospitals are set up as accounts. The nurses are set up as contacts under each hospital name.

A nurse works for HospitalA and HospitalB part time. You add the nurse as a contact for HospitalA. You realize you can add the nurse as a contact to only one hospital.

You need to ensure that the nurse is associated with both hospitals in the system.

What should you do?

- A. Create business units for HospitalA and HospitalB. Open the contact record for the nurse and assign it to a user in HospitalB.
- B. Open the HospitalB record and assign the nurse to a task activity.
- C. Create an access team that has the nurse as owner. Open the HospitalA account record and assign it to the new team account. Repeat this process for HospitalB.
- D. Open the contact record for the nurse and create a connection to HospitalB.

Answer: D

Explanation:

In Dynamics 365 Sales, a Contact can only have one parent Account by default. Since the nurse works for both HospitalA and HospitalB, you need to associate the nurse with the second hospital without changing the primary account. The best way to achieve this is by creating a connection between the nurse's contact record and HospitalB.

Connections in Dataverse allow you to relate records without changing ownership or structure.

You can define a connection role, such as "Works for," to indicate the nurse's relationship with HospitalB while maintaining the existing link with HospitalA.

NEW QUESTION # 66
Hotspot Question

A company sells telephones. The company has a list of telephone colors that customers can choose.

For one month, the company wants to sell a red phone at a special price.

You need to set up the red phone for the sales team.

How should you configure the product and price list items? To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Answer:

Explanation:

Explanation:

Allow the sales team to select the red phone - Create a red telephone product.

Since the company offers different telephone colors, a new product must be created for the red phone rather than modifying an existing product. This ensures it can be selected separately in the system.

Allow the sales team to select special pricing for the red phone - Create a price list item for the red phone product.

To offer a special price for the red phone, a separate price list item should be created specifically for this product. This ensures that the special price applies only to the red phone without affecting other telephone products.

NEW QUESTION # 67

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.

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, and remove any special characters or spaces from header row. Remove rows with missing primary keys and name the query. Select Next and your data is now ready for unification.

Does this meet the goal?

- A. NO
- B. Yes

Answer: A

Explanation:
Correct:
* Transform the first row to be used as headers. Define column types to be the appropriate field types and name the query. Create a full name and full address columns by merging the appropriate columns if they exist. Select Next and your data is now ready for unification.

The proposed solution effectively prepares the data for unification in Dynamics 365 Customer Insights - Data. Here's how each step contributes to meeting the goal:

Transform the first row to be used as headers: This step is necessary to define the column names, which is critical for accurate data interpretation.

Define column types to be the appropriate field types: Specifying the correct data types for each column ensures that the data will be processed correctly during unification, maintaining data integrity.

Create a full name and full address columns by merging the appropriate columns if they exist: This step enhances the dataset by consolidating relevant information into single columns, which can simplify data usage and improve data quality. Merging columns helps ensure that users can easily access essential information without navigating through multiple fields.

Select Next: This indicates that the data transformation steps are completed and the dataset is ready for the unification process.

Incorrect:
* Define column types to be appropriate field types and name the query. Create a full name and full address columns by merging the appropriate columns, if they exist. Select Next and your data is now ready for unification.

Does not address the problem with null values.

* Remove any rows where the primary key is missing, delete any leading or trailing zeros on the primary key, and name the query. Select Next and your data is now ready for unification.

Problem not related to the primary key.

* Transform the first row to be used as headers, and remove any special characters or spaces from header row. Remove rows with missing primary keys and name the query. Select Next and your data is now ready for unification.

Does not address the problem with null values.

* Transform the first row to be used as headers, define column types to be the appropriate field types and name the query. Select Next and your data is now ready for unification.

Solution removes all rows with null values, which can lead to significant data loss, especially if those rows contain important information.

It may compromise data quality by eliminating rows, which can impact analysis and insights.

* 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.

While the solution includes transforming the first row to be used as headers and naming the query, the step of removing rows that contain null values is problematic.

Removing all rows with null values can lead to significant data loss, particularly if those rows contain relevant information.

NEW QUESTION # 68

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