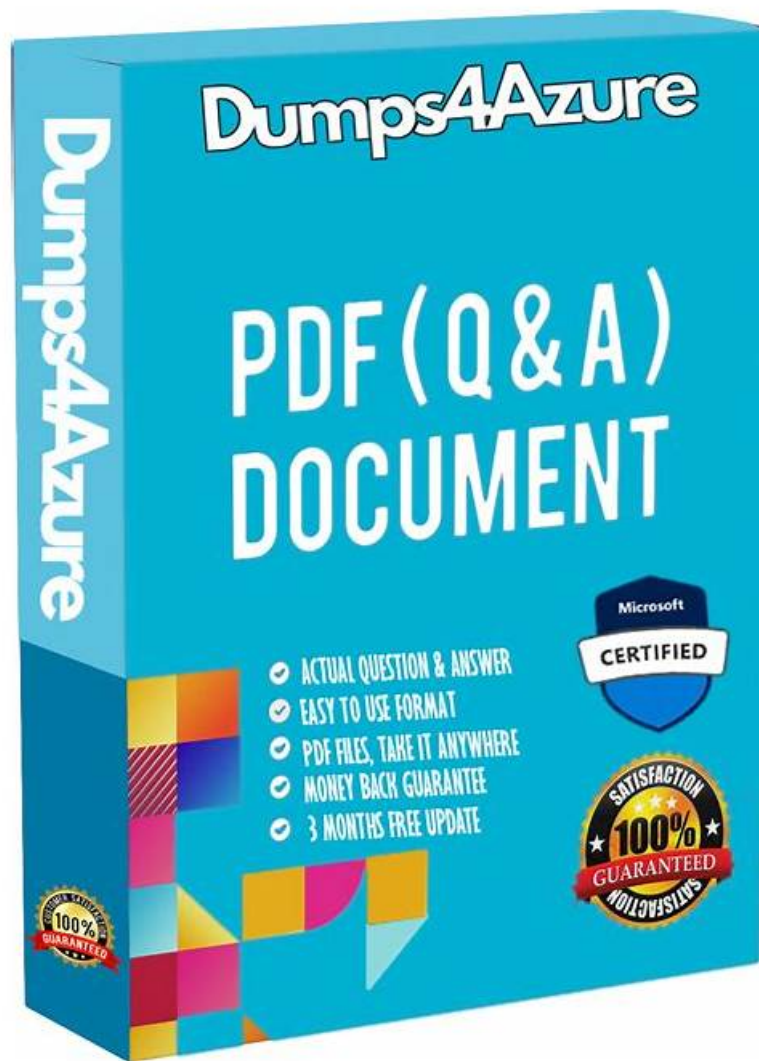


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Microsoft MB-280 Exam Syllabus Topics:

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	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 3	Demonstrate Dynamics 365 Customer Insights Capabilities: This section focuses on leveraging customer data to drive sales strategies through Dynamics 365 Customer Insights.

Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q142-Q147):

NEW QUESTION # 142

You created and published lead scoring models in the Dynamics 365 Customer insights - Journeys application.

Your marketing team members inform you that they are NOT able to view the lead scoring insights. You confirm the lead scoring models are published and are Live.

You need the marketing team to be able to view the lead scoring insights.

- A. Set all leads to Active state to capture the insights.
- B. Re-publish the lead scoring models to allow the system to capture the insights.
- C. Assign the Lead Score Viewer security role to the users.
- D. Set automatic lead scores cleanup to No to capture the scoring.

Answer: C

Explanation:

* For team members to view lead scoring insights, they must have appropriate permissions, specifically the Lead Score Viewer role in Dynamics 365 Customer Insights - Journeys.

* Even though the lead scoring models are published and live, without the correct security role, users will not have access to view the insights.

* Assigning the Lead Score Viewer role ensures that the users have the necessary access rights to review the lead scoring insights generated by the models.

NEW QUESTION # 143

One of the data sources being ingested into Dynamics 365 Customer Insights - Data is Microsoft Dataverse.

During the unification process, you need to identify the primary key.

Which three data types can you use as a primary key attribute? Each correct answer presents a complete solution. (Choose three.)

NOTE: Each correct selection is worth one point.

- A. GUID
- B. Boolean
- C. Integer
- D. Whole Number
- E. String

Answer: A,D,E

Explanation:

In Dynamics 365 Customer Insights, during the unification process, the primary key must be unique for each record. The following data types can serve as a primary key:

Whole Number: Whole numbers are frequently used as primary keys, particularly when generated as sequential values.

String: Strings can be used as primary keys, especially when they represent unique values, such as codes or identification numbers.

GUID: A Globally Unique Identifier (GUID) is commonly used as a primary key in systems like Microsoft Dataverse, ensuring a

unique value for each record.

Other options like Integer are not typically used independently of the Whole Number data type, and Boolean values cannot serve as primary keys since they can only have two possible values (True/False), which would not meet the uniqueness requirement for identifying records.

NEW QUESTION # 144

You use business process flows for all Dynamics 365 opportunities. Some opportunities are closed before business process flow durations are calculated. You need to ensure that business process flow duration values are calculated.

Solution: Change the opportunity to an inactive state. Does this meet the goal?

- A. No
- B. Yes

Answer: B

Explanation:

* Changing the opportunity to an inactive state allows for the calculation of business process flow duration values, as this state transition prompts the system to finalize any duration metrics associated with the process flow.

* Business process flows calculate duration upon completion or transition of the process, so marking the opportunity as inactive triggers the system to calculate these durations.

NEW QUESTION # 145

You are the Dynamics 365 administrator for a group of financial advisors.

Advisors must use one business process flow to guide them through the standard lead to invoice process.

Each table has the following number of stages and steps:

Table	Number of Stages	Number of Steps per Stage
Lead	10	10
Opportunity	10	10
Quote	10	10
Order	10	10
Invoice	10	10

You need to modify the business process flow to make it valid. What should you reduce?

- A. number of steps per stages
- B. total number of steps
- C. number of tables
- D. total number of stages

Answer: D

Explanation:

* In Dynamics 365, business process flows are limited to 30 stages across all entities within a single process. Since each entity here (Lead, Opportunity, Quote, Order, Invoice) has 10 stages, the total would be 50 stages, exceeding the limit.

* To meet the requirements, you need to reduce the total number of stages to comply with this limitation. Reducing the total number of steps per stage, tables, or steps won't directly address the stage limit issue.

NEW QUESTION # 146

Hotspot Question

Both your sales and marketing teams use Dynamics 365 applications to conduct campaigns with customers.

Leadership has asked for sales and marketing campaigns to have parent campaigns applied so the combined success of sales and marketing efforts can be measured, along with each division's own success. They want the campaign hierarchy to be clear to users so they can see a "Parent Campaign" relationship. Any actions taken on parent records should automatically be taken on child records.

You need to update table relationships to enable the requirements using the minimum amount of configuration steps.

What should you configure? To answer, select the appropriate options in the answer area.

NOTE: Each correct match is worth one point.

Answer Area

One-to-many



Choose the **Related table** from which to create your relationship lookup. [Learn more](#)

Current (One)

Table *

Campaign

1 — *

Related (Many)

Table *

Campaign
Parent campaign
Marketing List
Quick campaign
Campaign Activities

Lookup column display name *

Campaign
Parent campaign
Child campaign
Campaign Hierarchy

Lookup column name *

cr642_

Lookup column requirement *

Optional

- ☒ Searchable
- ☒ Hierarchical



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> General

Advanced options

Current table display settings

Display option *
Use plural name

Custom label

Display area *
Details

Display order *
10000

Relationship behavior

Type of behavior *
 Parental
 Referential
 Referential, Restrict Delete
 Configurable Cascading

Answer:

Explanation:

Answer Area

One-to-many

Choose the **Related table** from which to create your relationship lookup. [Learn more](#)

Current (One)	Related (Many)
Table * Campaign	Table * Campaign Parent campaign Marketing List Quick campaign Campaign Activities
1	*
	Lookup column display name * Campaign Parent campaign Child campaign Campaign Hierarchy
	Lookup column name * cr642_
	Lookup column requirement * Optional

- ☒ Searchable
- ☒ Hierarchical

> General

Advanced options

Current table display settings

Display option *

Use plural name

Custom label

Display area *

Details

Display order *

10000



Microsoft

Relationship behavior

Type of behavior *



	▼
Parental	
Referential	
Referential, Restrict Delete	
Configurable Cascading	

Explanation:

Box 1: Campaign

Table, Related (Many)

Hierarchical relationships are self-referential one-to-many relationships.

In this case from the Campaign table, to the Campaign table.

Example:

One-to-many



Choose the **Related table** from which to create your relationship lookup. [Learn more](#)

Current (One)

Table *

Widget

1 — *

Related (Many)

Table *

Widget

Lookup column display name *

Widget

Lookup column name *

cr25d_ Widget



Hierarchical

General

Relationship name *

cr25d_ Widget_cr25d_Widget_cr25d_Widget

Lookup column description

Advanced options

Done

Cancel

Box 2: Child campaign

Lookup column display name

Self-referential means that the table is related to itself. For example, the account table has a lookup column to associate it with another account table row.

The Parent table is on the 1-side of the 1-M relation, and it refers to Child Campaign with the Lookup column.

Box 3: Configurable Cascading

Relationship behavior, Type of behavior

Any actions taken on parent records should automatically be taken on child records.

When a one-to-many entity relationship exists there are cascading behaviors that can be configured to preserve data integrity and automate business processes.

Note: Parental entity relationships

Each pair of entities that are eligible to have a 1:N relationship can have multiple 1:N relationships between them. Yet only one of

those relationships can be considered a parental entity relationship.

A parental entity relationship is any 1:N entity relationship where one of the cascading options (defined in CascadeType) in the Parental column of the following table is true.

Action	Parental	Not Parental
Delete	Cascade	RemoveLink Restrict
Share	Cascade UserOwned Active	NoCascade
Unshare	Cascade UserOwned Active	NoCascade
Assign	Cascade UserOwned Active	NoCascade
Reparent	Cascade UserOwned Active	NoCascade

NEW QUESTION # 147

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