

Microsoft Dynamics 365 Fundamentals

Customer Engagement Apps (CRM)

1. Which two components are included in Dynamics 365 Marketing? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Customer Voice survey

B. Customer Service Hub

C. Enterprise Asset Management

D. Event management

Answer(s): A D

2. DRAG DROP (Drag and Drop is not supported)

A company uses Dynamics 365 Marketing.

Marketing team members must be able to group related customers for campaigns, market research, and surveys.

What should you recommend? To answer, drag the appropriate features to the correct requirements. Each feature may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Select and Place:

Answer Area

Features	Requirement	Feature
Marketing list only	Create a single campaign activity geared to a targeted audience.	
Marketing segment only	Create groups of related customers for use in customer journeys.	
Marketing segment or marketing list		

A. See Explanation section for answer.

Answer(s): A

3. HOTSPOT (Drag and Drop is not supported)

A company plans to implement Dynamics 365 Marketing.

For each of the following statements, select Yes if the statement is true. Otherwise, select No.

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area

Statement	Yes	No
You can only query across accounts, leads, and marketing lists when building segments.	<input type="radio"/>	<input type="radio"/>
You can use quick campaigns with both marketing lists and marketing segments.	<input type="radio"/>	<input type="radio"/>

A. See Explanation section for answer.

Answer(s): A

4. HOTSPOT (Drag and Drop is not supported)

A company has implemented Dynamics 365 Marketing.

You need to implement apps to meet the company's business requirements.

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

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area

Scenario	App
Collect feedback on the effectiveness of a marketing campaign.	<input type="checkbox"/> LinkedIn Sales Navigator <input type="checkbox"/> Dynamics 365 Customer Insights <input type="checkbox"/> Dynamics 365 Customer Voice
Synchronize leads from LinkedIn to Dynamics 365 Marketing.	<input type="checkbox"/> LinkedIn Sales Navigator <input type="checkbox"/> LinkedIn Campaign Manager <input type="checkbox"/> Dynamics 365 Customer Voice
Create a unified view of customer data from different sources.	<input type="checkbox"/> Dynamics 365 Customer Insights <input type="checkbox"/> LinkedIn Sales Navigator <input type="checkbox"/> Dynamics 365 Customer Voice

A. See Explanation section for answer.

Answer(s): A

5. A company integrates LinkedIn Campaign Manager with Dynamics 365 Marketing.

Which two actions can the company perform using out-of-the-box features? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Generate leads from LinkedIn.

B. Create email templates for LinkedIn messages.

C. Schedule and publish social posts.

D. Create and publish events on LinkedIn.

Answer(s): A C

6. HOTSPOT (Drag and Drop is not supported)

A company plans to synchronize LinkedIn Campaign Manager with Dynamics 365 Marketing to determine who is looking at their LinkedIn advertisements.

What happens during synchronization? To answer, select the appropriate option in the answer area.

Hot Area:

Answer Area

If a sales lead that is synchronized from LinkedIn already exists,

Dynamics 365 Marketing	<input type="text"/>
	<input type="button" value="▼"/>
creates a new lead that uses the LinkedIn data.	
updates the current lead with the LinkedIn data.	
overwrites the current lead with the LinkedIn data.	
updates the current contact with the LinkedIn data.	
creates a new lead with the LinkedIn data.	

A. See Explanation section for answer.

Answer(s): A

7. HOTSPOT (Drag and Drop is not supported)

Which features are available in Dynamics 365 Marketing?

For each of the following features, select Yes if the feature is available. Otherwise, select No.

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area

Feature	Yes	No
Create graphical email messages.	<input type="radio"/>	<input type="radio"/>
Design dynamic content in email messages.	<input type="radio"/>	<input type="radio"/>
Configure a website for an event.	<input type="radio"/>	<input type="radio"/>

A. See Explanation section for answer.

Answer(s): A

8. A company organizes and runs conferences and other events. The company is considering using Dynamics 365 Marketing.

The company wants to ensure that they can implement key marketing features without requiring any customizations.

Which three capabilities does Dynamics 365 Marketing support using out-of-the-box functionality? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Sponsors and sponsorships

B. Regulatory compliance

C. Advertisers and print media and campaigns

D. Session and speaker tracking

E. Registration and attendance

Answer(s): A D E

9. HOTSPOT (Drag and Drop is not supported)

A company plans to implement Dynamics 365 Customer Voice.

Instructions: For each of the following statements, select Yes if the statement is true. Otherwise, select No.

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area

	Yes	No
Data from Dynamics 365 Customer Voice is available to Dynamics 365 Marketing.	<input type="checkbox"/>	<input type="checkbox"/>
You can present specific survey questions based on responses to previous questions.	<input type="checkbox"/>	<input type="checkbox"/>

A. See Explanation section for answer.

Answer(s): A

10. A company uses Dynamics 365 Marketing. The company uses a third-party app to send email surveys to prospects to better understand their business needs.

There is currently no link to prospect records and users report that the survey management process is manual and is difficult to manage.

You need to automate the survey process and streamline collection and analysis of responses.

What are two possible ways to achieve this goal? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Create a survey in Dynamics 365 Marketing and create a campaign to send it to out and collect data

B. Use Customer Voice to collect and analyze survey results

C. Use Power Automate to automatically send Customer Voice surveys

D. Create surveys in Dynamics 365 Marketing by using Questionnaire

E. Use Customer Voice to compile results from the existing third-party app

Answer(s): B C

11. DRAG DROP (Drag and Drop is not supported)

A company purchases Dynamics 365 Sales and Dynamics 365 Marketing. The company wants to be able to host webinars and events but is concerned about controlling costs.

You need to recommend solutions to meet the company's requirements.

Which products should you recommend? To answer, drag the appropriate products to the correct features.

Each product may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Select and Place:

Products	Requirement	Product
Dynamics 365 Marketing	View costs associated with speakers	
Customer Insights		
Dynamics 365 Sales	Create waitlists for events	
Dynamics 365 Sales Insights		

A. See Explanation section for answer.

Answer(s): A

12. Which three capabilities are included in Dynamics 365 Marketing? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Event management
- B. Dynamics 365 Connector for LinkedIn
- C. Case management
- D. Qualify leads
- E. Project quote management

Answer(s): A B D

13. HOTSPOT (Drag and Drop is not supported)

A company uses Dynamics 365 Marketing. The company wants an automated solution to test two email designs before launching the entire email campaign.

You need to recommend a solution for the company.

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

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area

What is the automated solution?

	▼
A/B test	
Market Insights	
Enhanced email	

Which testing process is used?

Separated emails are simultaneously sent to two sample groups. The email with the most response is the
An email is sent to a sample group. If there are enough responses, the email is sent to the others. Other
An email is sent to a sample group. A summary of responses is sent to the creator.

A. See Explanation section for answer.

Answer(s): A

14. A company uses Dynamics 365 Marketing.

You must choose a real-time marketing customer journey type to start the journey.

Which two journey types you can use? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Event-based

B. Audience-based

C. Scheduled

D. Customer onboarding

Answer(s): A B

15. HOTSPOT (Drag and Drop is not supported)

For each of the following statements, select Yes if the statement is true. Otherwise, select No.

Hot Area:

Answer Area

Statements

Once prerequisite segments are set up, a customer journey starts by defining the audience.

The audience in a customer journey can contain contacts and leads.

Using a customer journey, an audience member can receive an email immediately after a form is submitted. The audience member can receive another email one week later without a separate trigger.

A. See Explanation section for answer.

Answer(s): A

16. HOTSPOT (Drag and Drop is not supported)

A company plans to implement Dynamics 365 Sales to manage sales pipelines.

For each of the following statements, select Yes if the statement is true. Otherwise, select No.

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area

Statement	Yes	No
You can use a business process flow to ensure that all salespeople follow the same stages to qualify leads.	<input type="radio"/>	<input type="radio"/>
You can see leads in your opportunities view even if the lead is not qualified.	<input type="radio"/>	<input type="radio"/>

A. See Explanation section for answer.

Answer(s): A

17. DRAG DROP (Drag and Drop is not supported)

Match each product to its feature.

Instructions: To answer, drag the appropriate product from the column on the left to its feature on the right.

Each product may be used once, more than once, or not at all.

NOTE: Each correct match is worth one point.

Select and Place:

Answer Area

Products	Feature	Product
Dynamics 365 Sales	Who knows whom	<input type="text"/>
Dynamics 365 Sales Insights	Quotes	<input type="text"/>
	Invoicing	<input type="text"/>

A. See Explanation section for answer.

Answer(s): A

18. DRAG DROP (Drag and Drop is not supported)

A company uses Dynamics 365 Sales.

The company plans to use Dynamics 365 Sales Insights.

You need to recommend features that meet the requirements.

Which feature should you recommend? To answer, drag the appropriate features to the correct requirements.

Each feature may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Select and Place:

Answer Area

Features	Requirement	Feature
Assistant		
Notes analysis	Keep track of upcoming appointments and commitments.	<input type="text"/>
Talking points		
Who knows whom	Restart a conversation with a customer on a topic of interest.	<input type="text"/>

A. See Explanation section for answer.

Answer(s): A

19. DRAG DROP (Drag and Drop is not supported)

A company plans to implement Dynamics 365 Sales with LinkedIn Sales Navigator.

You need to determine the controls that you should implement.

Which controls should you use? To answer, drag the appropriate controls to the correct requirement. Each control may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Select and Place:

Answer Area

Controls	Requirement	Control
<input type="text" value="LinkedIn Sales Navigator Lead"/>	Show potential customer that are similar to the current customer and represent relevant stakeholders.	<input type="text"/>
<input type="text" value="LinkedIn Sales Navigator Account"/>		
<input type="text" value="LinkedIn InMail Control"/>	Show potential leads within a company.	<input type="text"/>

A. See Explanation section for answer.

Answer(s): A

20. A customer needs a cost-effective sales solution that can display current news about a lead or an account.

You recommend Microsoft Relationship Sales.

Which two products are included in Microsoft Relationship Sales? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Dynamics 365 Customer Insights

B. Dynamics 365 Sales Enterprise

C. Dynamics 365 Sales Insights

D. LinkedIn Sales Navigator

Answer(s): B D
