Vendor: Microsoft

Exam Code: MB-910

Exam Name: Microsoft Dynamics 365 Fundamentals Customer Engagement Apps (CRM)

Version: DEMO

QUESTION 1
Drag and Drop Question

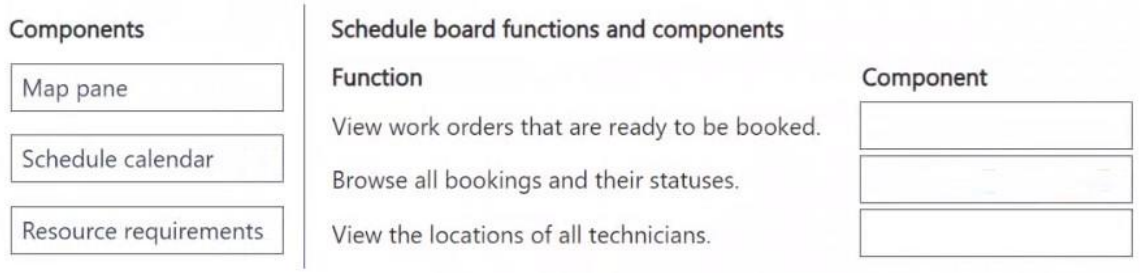
A company uses Dynamics 365 Field Service.

A resource manager at the company plans to use the schedule board to manage field technicians and work orders.

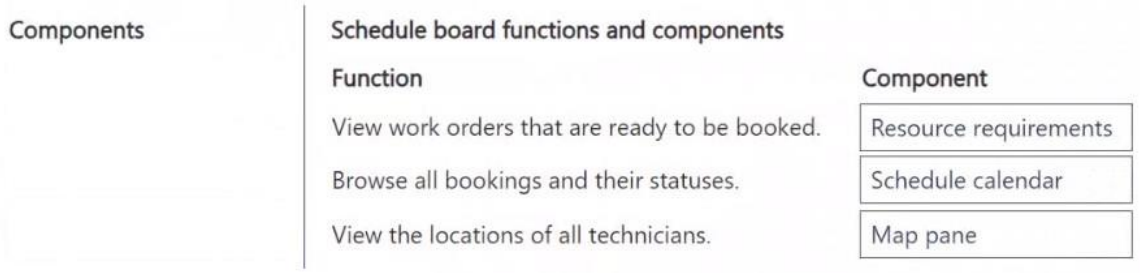
Match each component of the schedule board to its function.

To answer, move the appropriate component from the column on the left to its function on the right. You may use each component once, more than once, or not at all.

NOTE: Each correct match is worth one point.



Answer:

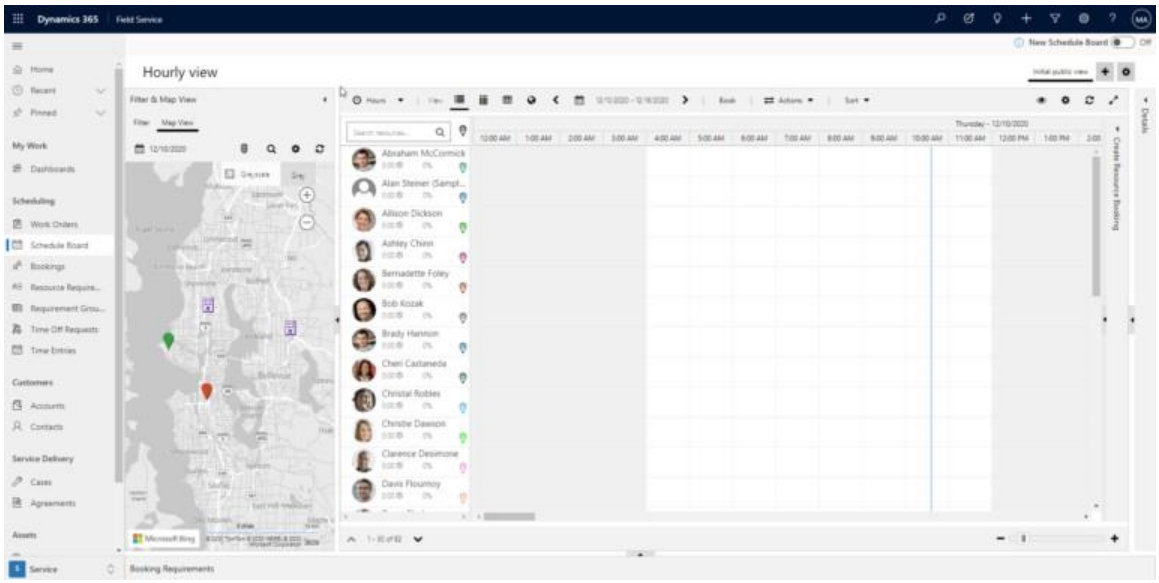


Explanation:
Box 1: Resource requirements
The schedule board can be accessed from the main menu, by clicking on the Scheduling tab. There, you can monitor the availability of your resources and assign them to tasks and time slots.

At first glance, the schedule board presents:
A list of your workers and their availability;
An hourly (and daily) timeline overview of your bookings; [Box 2]
A list of all open requirements and work orders. [Box 1]

Box 2: Schedule calendar
The bookings shown on the timetable are also color coded in relation to their entity, to define, for example, whether it is a work order, case or opportunity.

Box 3: Map pane
One of those features is the Dynamics 365 Field Service Schedule Board Map View, which will appear in the Filter & Map View tab on the left side of the screen. The map view is connected to Bing Maps and displays the location of your bookings, requirements, resources and organizational units, as well as toggleable filters and a color legend.



QUESTION 2
A technician receives a new job through the Field Service mobile app. The technician travels in a truck to the local airport to repair a baggage carousel. Upon arrival, the technician inspects the carousel, identifies that a spare part is needed, and retrieves the part from the truck before completing the repair.

You need to identify the customer asset.

Which item is the asset?

A. carousel
B. airport
C. truck
D. part

Answer: A
Explanation:
The carousel is the asset.
Note: Field Service supports hierarchical customer asset structures. For example, a part can be the child of a widget, which is the child of a machine. Assets can also be represented by 3D models.

Customer asset hierarchy
Consider the following scenario for a magnetic resonance imaging (MRI) scanner installation that typically has three adjacent rooms:
Magnet room - Contains the magnetic resonance scanner magnet, gradient coils, and patient table.
Equipment room - Contains the power supply, cooler, radio frequency, and other devices.
Control room - Contains the computer and operator console.

You can create each device in these rooms as an asset that can be separately tracked. When creating an asset, you can specify the Parent Asset, which is the asset that is the direct parent of this customer asset.

Reference:
https://learn.microsoft.com/en-us/training/modules/customer-assets/4-hierarchy

QUESTION 3
You are the resource manager for an electrical contractor that uses Dynamics 365 Project Operations.

You need to track information about electricians' qualifications professional licenses, and certifications.

Which attribute should you use?

A. Skills
B. Roles
C. Proficiency model

Answer: A
Explanation:
https://docs.microsoft.com/en-us/dynamics365/project-operations/resource-management/skills-proficiency-models

QUESTION 4
Hotspot Question

A company is using Microsoft Power Platform.

Select the answer that correctly completes the sentence.

Data stores

Microsoft Dataverse stores data in [▼]
- tables
- views
- model-driven apps

Answer:

Data stores

Microsoft Dataverse stores data in [tables / views / model-driven apps]

Explanation:
Box: tables
Dataverse lets you securely store and manage data that's used by business applications. Data within Dataverse is stored within a set of tables. A table is a set of rows (formerly referred to as records) and columns (formerly referred to as fields/attributes). Each column in the table is designed to store a certain type of data, for example, name, age, salary, and so on. Dataverse includes a base set of standard tables that cover typical scenarios, but you can also create custom tables specific to your organization and populate them with data by using Power Query. App makers can then use Power Apps to build rich applications that use this data.

Reference:
https://learn.microsoft.com/en-us/power-apps/maker/data-platform/data-platform-intro

QUESTION 5
A company wants an application that meets the following requirements:

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- Display the latest news about the company.
- Recommend leads to sales team members.
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You need to identify an application to meet the requirements.

What should you recommend?

A. Dynamics 365 Sales
B. Dynamics 365 Field Service
C. Dynamics 365 Customer Service
D. Dynamics 365 Customer Insights - Journeys

Answer: D
Explanation:
Reference:
https://learn.microsoft.com/en-us/dynamics365/sales/intro-admin-guide-sales-insights
https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/real-time-marketing-overview

QUESTION 6
A company is using a customer engagement app in Dynamics 365.

A user requests a list of all accounts with disqualified leads.

You need to provide the list.

What should you use?

A. Categorized search
B. Advanced Filter
C. Relevance search
D. Quick Find

Answer: B
Explanation:
Note:
1. On the Leads page, select All leads from the view selector.
2. Select Edit Filters.
3. Select Add and set the following filters:
Status = Disqualified.
4. Etc.

Note 2:
Where can I find the qualified and disqualified leads?
Select Leads in the sitemap, and then select the Closed Leads view to find your qualified and disqualified leads. You can reactivate the leads if you want to qualify them again.

Reference:
https://learn.microsoft.com/en-us/dynamics365/sales/faq-lead

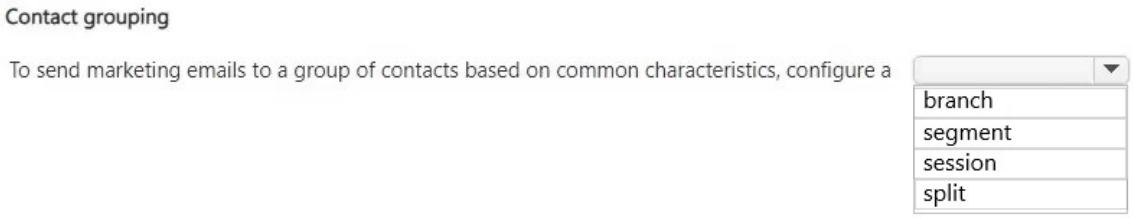
QUESTION 7
Hotspot Question

A company is using Dynamics 365 Customer Insights - Journeys to collect customer contact information.

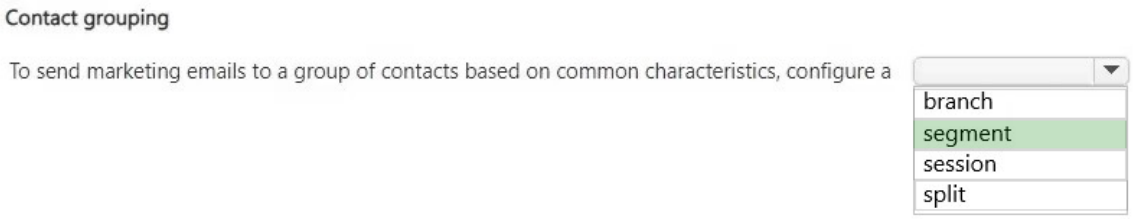
The company plans to send marketing emails to customers who have similar characteristics.

You need to configure a group of contacts based on common characteristics.

Select the answer that correctly completes the sentence.



Answer:



Explanation:
Box: segment
Segments let you create groups of related contacts that you can target with customer journeys. Segments are created using the segment designer. One way to build segments is by querying across related entities including contacts, leads, accounts, events, marketing lists, and more. You can also query the marketing-insights service to find contacts that have engaged with your marketing initiatives. The marketing-insights service also allows you to query contacts that you aren't reaching because of issues such as email bounces.

Reference:
https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/segmentation-lists-subscriptions

QUESTION 8
You need to identify the data sources that Microsoft Copilot for Sales can use.

Which two sources should you identify? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Microsoft Fabric
B. ERP
C. Microsoft Office
D. CRM

Answer: ACD
Explanation:
CD: Microsoft Copilot for Sales brings together the power of Copilot for Microsoft 365 with seller workflows. Microsoft Copilot for Sales leverages data from their CRM platform, as well as large language models and data from Microsoft Graph, Microsoft 365 apps, and the internet. Copilot for Sales helps sales teams save time and energy, generate innovative ideas, build stronger customer relationships and ultimately close more deals.
Microsoft Fabric is an end-to-end analytics and data platform designed for enterprises that require a unified solution. It encompasses data movement, processing, ingestion, transformation, real-time event routing, and report building. It offers a comprehensive suite of services including Data Engineering, Data Factory, Data Science, Real-Time Analytics, Data Warehouse, and Databases.

A: With Copilot in Fabric, you can use simple conversational language to integrate, transform, prepare, and visualize your data. In the Power BI experience, Copilot can help you create stunning reports and summarize your insights into narrative summaries in seconds.

Note: With Fabric, you don't need to assemble different services from multiple vendors. Instead, it offers a seamlessly integrated, user-friendly platform that simplifies your analytics requirements. Operating on a Software as a Service (SaaS) model, Fabric brings simplicity and integration to your solutions.

Reference:
https://learn.microsoft.com/en-us/microsoft-sales-copilot/sales-copilot-faq
https://powerbi.microsoft.com/en-us/blog/copilot-in-microsoft-fabric-is-now-generally-available-in-the-power-bi-experience

QUESTION 9
Hotspot Question

A company is using Dynamics 365 Customer Insights - Journeys.

The company plans to gather information about potential customers by using marketing emails.

You need to configure a link in the marketing emails to retrieve customer information.

Select the answer that correctly completes the sentence.

Marketing forms

When a customer selects a link in the marketing email, the customer will be directed to a

- subscription form
- landing page form
- forward to a friend form

Answer:

Marketing forms

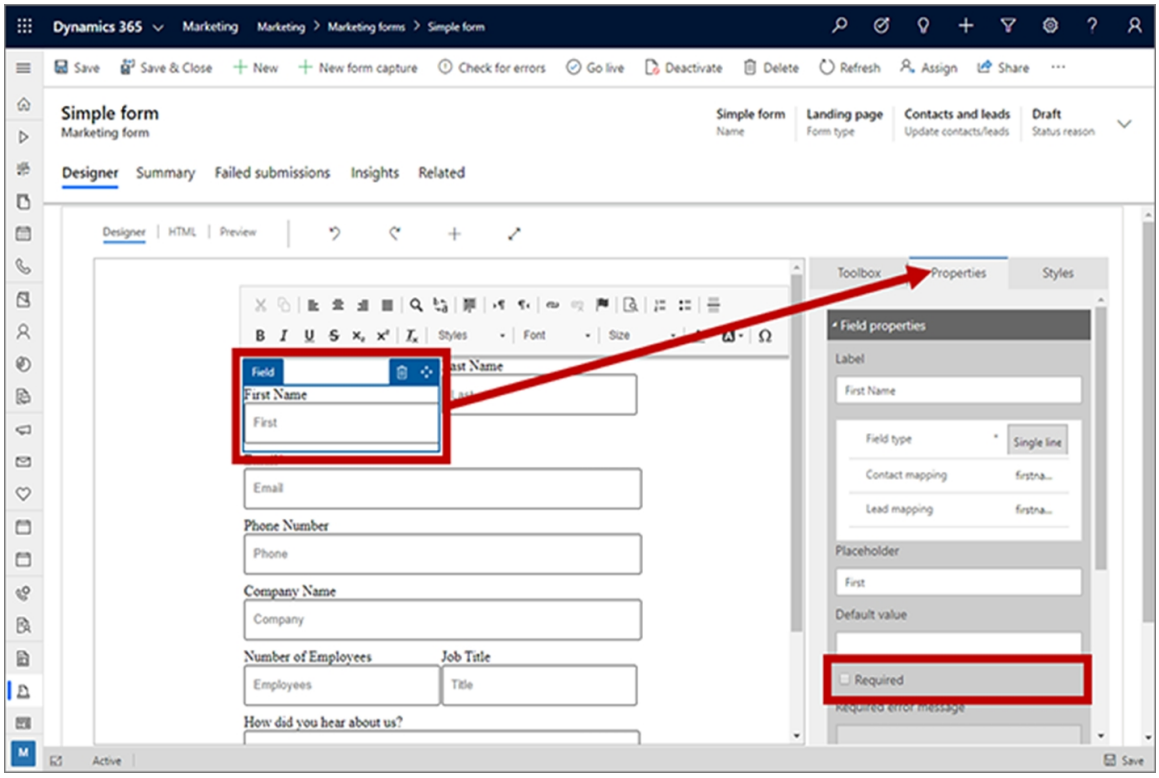
When a customer selects a link in the marketing email, the customer will be directed to a

- subscription form
- landing page form
- forward to a friend form

Explanation:
Box: landing page
A landing page is a webpage that functions as a customer touchpoint for one of your marketing initiatives. For example, you might send out an email message that invites recipients to sign up for a free white paper download. To get the download, message recipients must select a link that opens a webpage with a form where they enter information (which is saved directly in your Dynamics 365 Customer Insights - Journeys database), and then they receive an email with the download link. The same landing page can also be made available to unknown visitors of your website, who will add themselves as new contacts in your database when they request the download.

In Dynamics 365 Customer Insights - Journeys, a landing page is a type of marketing page. Other types of marketing pages include subscription centers and forward-to-a-friend forms, both of which support email marketing and are more specialized in purpose.

Example in design mode:



Reference:
https://learn.microsoft.com/en-us/dynamics365/customer-insights/journeys/create-landing-page

QUESTION 10
You need a product that can display customer information from multiple sources in silos.

Which product should you select?

A. Dynamics 365 Customer Insights - Journeys
B. Dynamics 365 Customer Insights - Data
C. Dynamics 365 Customer Voice
D. Dynamics 365 Sales

Answer: B
Explanation:
Dynamics 365 Customer Insights - Data unifies customer profiles from various data sources, enriches them with Microsoft's unique data assets and creates powerful AI-driven predictions, segments, and measures. It enables a deep understanding of every customer by providing a holistic, up-to-date view with unmatched time to insights. You can activate this data across channels, departments, and devices to deliver personalized customer experiences at every touchpoint.
Segments let you group your customers based on demographic, transactional, or behavioral attributes. Use segments to target promotional campaigns, sales activities, and customer support actions to achieve your business goals.

Reference: https://learn.microsoft.com/en-us/dynamics365/customer-insights/data/segments

QUESTION 11
A company plans to use Dynamics 365 Sales.

The company requires every AI feature related to sales be available.

You need to determine which solution to use.

Which solution should you identify?

A. Dynamics 365 Sales Professional
B. Dynamics 365 Sales Premium
C. Dynamics 365 Sales Enterprise

Answer: C
Explanation:
Industry-leading sales force automation with contextual insights, next-generation AI, and advanced customization
Includes Copilot capabilities like natural language insights, record updates, email and meeting assistance, and opportunity summaries

Reference:
https://dynamics.microsoft.com/en-us/sales/pricing/

QUESTION 12
You use Dynamics 365 Sales for opportunity management.

Different salespeople collaborate on opportunities but do not always have the required permissions to access the opportunities.

You need to provide salespeople with access to the opportunities they are working on.

What should you create?

A. a new 1-to-many relationship and relate the users to the opportunity
B. a connection by using a Stakeholder connection role
C. a connection by using a Sales Team connection role category
D. a new many-to-many relationship and relate the users to the opportunity

Answer: C
Explanation:
You can add existing users as sales team members by using the Sales team subgrid. The Sales team subgrid also uses connections to associate users with the opportunity in different sales member roles. Similar to adding a stakeholder, you can add an existing user as a sales team member by using New Connection. You can change the connection role to any other applicable sales team connection role by opening the record and changing the As this role field on the connection record. Other out-of-the-box connection roles configured under the Sales team connection role category are Delivery Professional, Account Manager, Territory Manager, Service Professional, Industry Expert, and Technical Sales Professional.

Reference:
https://learn.microsoft.com/en-us/dynamics365/sales/stakeholders-sales-team-members

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