



Vendor: Microsoft

Exam Code: MB-910

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

Version: DEMO

QUESTION 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: AD

Explanation:

<https://docs.microsoft.com/en-gb/dynamics365/marketing/overview>

QUESTION 2

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: AC

Explanation:

<https://seelogic.co.uk/technologies/dynamics-365/marketing-on-linkedin-with-dynamics-365-marketing/>

QUESTION 3

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: ADE

Explanation:

<https://docs.microsoft.com/en-gb/dynamics365/marketing/manage-event-sponsorships>
<https://docs.microsoft.com/en-gb/dynamics365/marketing/event-management>

QUESTION 4

A potential customer delays their decision to commit to a big multi-year contract.

You want to find other colleagues who have interacted with the potential customer to discuss strategies.

Which app should you recommend?

- A. Customer Service Insights
- B. Market Insights
- C. Power Virtual Agents
- D. Sales Insights

Answer: D

Explanation:

<https://docs.microsoft.com/en-us/dynamics365/ai/sales/relationship-analytics#analyze-the-health-and-activity-history-of-a-customer-or-opportunity>

QUESTION 5

A company uses Dynamics 365 Sales.

You need to create a forecast in Dynamics 365 Sales so that the sales director will be able to predict upcoming sales revenue.

Which standard record type is used to create the forecast?

- A. Account
- B. Lead
- C. Quote
- D. Opportunity

Answer: D

Explanation:

<https://docs.microsoft.com/en-us/dynamics365/sales-enterprise/configure-forecast>

QUESTION 6

Your company uses Dynamics 365 Sales.

You need to prepare and send a quote to a customer.

What are two possible ways to achieve the goal? NOTE: Each correct selection is worth one point.

- A. Close the quote
- B. Generate a document by using a Microsoft Word template.
- C. Export the quote as a PDF file.
- D. Create an order

Answer: BC

Explanation:

<https://www.crmsoftwareblog.com/2019/09/creating-pdf-quotes-in-dynamics-365/>

QUESTION 7

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: BD

QUESTION 8

You are a sales representative for a company.

Which Dynamics 365 Sales can you use to manage the sales pipeline?

- A. Turning leads into opportunities
- B. Tracking the asset history of a customer
- C. Resolving an open case of a customer
- D. Tracking service level agreements

Answer: A

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