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Exam : **MB-910**

Title : Microsoft Dynamics 365 Fundamentals (CRM)

Version : DEMO

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

2.DRAG DROP
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.

Answer Area

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

Answer:

Answer Area

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

Explanation:
Box 1:

You cannot use marketing segments in a campaign.
Box 2:
You can only use one type of marketing list (a subscription list) for customer journeys. You can use any type of marketing segment for customer journeys.
Reference: https://docs.microsoft.com/en-gb/dynamics365/marketing/segments-vs-lists

3.HOTSPOT
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.

Answer Area

Statement	Yes	No
You can only query across accounts, leads, and marketing lists when building segments.	○	○
You can use quick campaigns with both marketing lists and marketing segments.	○	○

Answer:

Answer Area

Statement	Yes	No
You can only query across accounts, leads, and marketing lists when building segments.	○	○
You can use quick campaigns with both marketing lists and marketing segments.	○	○

Explanation:
Reference: https://docs.microsoft.com/en-gb/dynamics365/marketing/segmentation-lists-subscriptions

4.HOTSPOT
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.

Answer Area

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

Answer:

Answer Area

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

Explanation:
Reference:
https://docs.microsoft.com/en-gb/dynamics365/marketing/overview
https://docs.microsoft.com/en-gb/dynamics365/marketing/linkedin-lead-gen-integration

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: AC
Explanation:
Reference: https://seelogic.co.uk/technologies/dynamics-365/marketing-on-linkedin-with-dynamics-365-marketing/