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# Microsoft

## **MB2-720 PRACTICE EXAM**

**Functional Application in Microsoft Dynamics Marketing**

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**Question: 1**

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You work for an advertising company. You negotiate special weekday morning television advertising rates for a customer.

How should you record the special rates in Microsoft Dynamics Marketing?

- A. Create a rate card that is specific to weekday mornings and then link the rate card to the client contact record for the customer.
- B. Create a rate card that is specific to the negotiated rates and set the rate type to Special Rate. Then, link the rate card to the client contact record for the customer.
- C. Create a rate card that is specific to the customer and includes a daypart for weekday mornings.
- D. In the client contact record for the customer, add a rate card that is specific to weekday mornings.

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**Answer: B**

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**Question: 2**

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How can media plans be associated with jobs?

- A. A media plan can link to only one job at the header and the item level.
- B. A media plan can link to different jobs at the header level and the item level.
- C. A media plan can link only from the items to one job.
- D. A media plan can link only from the header to one job.

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**Answer: A**

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**Question: 3**

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Which two fields can you update for multiple media plan items at the same time? Each correct answer presents a complete solution.

- A. Description
- B. Rate
- C. Rate Type
- D. Vendor

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**Answer: AD**

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**Question: 4**

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You need to associate a market segment with a specific advertising vendor. What should you do?

- A. Create the market segment and add a campaign to it.
- B. Create a campaign and add the market segment to it.
- C. Create the market segment and add a media outlet to it.
- D. Create a media outlet and add the market segment to it.

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**Answer: B**

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**Question: 5**

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You are creating a media outlet.  
What type of media outlet can you create?

- A. booking
- B. advertisement
- C. campaign
- D. list

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**Answer: D**

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**Question: 6**

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You send a Request for Quote (RFQ) for two items to five vendors. All the vendors reply to the RFQ.  
The lowest bids for the two items are provided by different vendors.  
How can you award the contract for each item in the RFQ to the lowest bidder?

- A. Create and award an RFQ response for each item to the lowest bidder for that item.
- B. Award each item to the lowest bidder for that item.
- C. Create and award a vendor quote for each item to the lowest bidder for that item.
- D. Award the RFQ to the two lowest bidders.

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**Answer: A**

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**Question: 7**

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You are creating an item for Microsoft Dynamics Marketing to use when invoicing expenses that are not associated with items or services.  
What should you do?

- A. Set the item type to Items/Services.
- B. Set the item as the default item.
- C. Restrict the item for use by your company.
- D. Set the item type to Standard Item.

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**Answer: C**

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**Question: 8**

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You create a project estimate in Microsoft Dynamics Marketing and enter items in the estimate.  
Which two records can you convert the estimate items to? Each correct answer presents a complete solution.

- A. Sales Order
- B. Client Quote
- C. Expense

D. Vendor Quote

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**Answer: AB**

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**Question: 9**

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What type of account should you use to track the costs of marketing supplies?

- A. Bank account
- B. Asset account
- C. Cost of Goods Sold account
- D. Expense account

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**Answer: D**

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**Question: 10**

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When does a Request for Quote (RRQ) become visible in the RFQ Responses list?

- A. when the RFQ is saved
- B. when the RFQ is created
- C. when the RFQ is submitted
- D. when the RFQ is sent to the vendor

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**Answer: D**

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**Question: 11**

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You spend one hour and 15 minutes working on a task. You need to enter the time on a time slip. What should you do?

- A. Enter the start time and end time.
- B. Enter the time as 1.25.
- C. Use the time picker to select the time worked.
- D. Enter the time as 1.15.

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**Answer: B**

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**Question: 12**

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A contact can no longer attend an event for which she has confirmed registration. How should you remove the contact from the event?

- A. Cancel the contact's event registration record.
- B. Cancel the contact's event response record.
- C. Delete the contact's event registration record.
- D. Delete the contact's event response record.

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**Answer: A**

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**Question: 13**

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You create an event venue in Microsoft Dynamics Marketing.  
Which information can you add to the event venue?

- A. Tasks
- B. Sessions
- C. Files
- D. staff

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**Answer: A**

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**Question: 14**

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You create an event in Microsoft Dynamics Marketing, and add contacts from two lists to the event as attendees.  
What happens if a contact is on both lists?

- A. The attendance list includes one entry for the contact created from the first list imported.
- B. The attendance list includes two entries for the contact.
- C. The attendance list does not include the contact.
- D. The attendance list includes one entry for the contact created from the second list imported.

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**Answer: B**

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**Question: 15**

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Which event information can you track in Registration records and in Attendance records?

- A. the date on which people can register for the event
- B. the contacts who attended the event
- C. the number of people permitted to attend the event
- D. the cost to attend the event

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**Answer: B**

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**Question: 16**

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You create an event template.  
Event organizers must provide specific information when creating events from the template.  
Which entity can you use to define the information requirements in the form of a list of questions?

- A. Brief
- B. Tasks
- C. Analysis
- D. Requests

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**Answer: B**

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**Question: 17**

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You are planning an event that will be held in Auditorium A of a local conference center. How should you record the event location information in Microsoft Dynamics Marketing?

- A. Create individual Facility records for Auditorium A and the conference center.
- B. Create a Facility record for Auditorium A and a Venue record for the conference center.
- C. Create individual Venue records for Auditorium A and the conference center.
- D. Create a Venue record for Auditorium A and a Facility record for the conference center.

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**Answer: B**

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**Question: 18**

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You create an event and the associated event registration items in Microsoft Dynamics Marketing. When a user registers a contact for the event, she selects a registration item and notices that the item quantity is set to 1 and unavailable. Why is the quantity unavailable?

- A. The item registration requires the submission of the attendee's name.
- B. The item registration does not require the submission of the attendee's name.
- C. Registration is not available for the item.
- D. The maximum registration for the item has been met.

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**Answer: C**

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**Question: 19**

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A vendor provides you with a list of 100 partner companies. You intend to market directly to the companies. You create a contact in Microsoft Dynamics Marketing for each company. Which group should you associate the contacts with?

- A. Staff
- B. Client
- C. Vendor
- D. Marketing

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**Answer: B**

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**Question: 20**

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A user has a Regular account with the Salesperson role. You need to ensure that the user can access tear sheets. What should you do?

- A. Change the user type to Media Buyer and assign the Media Buyer role to the user.
- B. Change the user type to Media Buyer and assign the Designer role to the user.

- C. Change the user type to Web Portal.
- D. Assign the Marketing Professional role to the user.

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**Answer: D**

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**Question: 21**

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You create a client contact in Microsoft Dynamics Marketing.  
You need to entirely replace the client contact with a vendor contact.  
What should you do in the client contact?

- A. Change the role from Client to Vendor.
- B. Change the group from Client to Vendor.
- C. Add a contract to the contact record.
- D. Change the group from Client to Marketing.

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**Answer: D**

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**Question: 22**

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Your company gains new customers several times a week. You must perform 18 specific tasks in Microsoft Dynamics Marketing for each new customer.  
Which feature can you use to quickly generate the tasks for a new customer?

- A. Job Template
- B. Marketing Plan
- C. Quick Campaign
- D. Job Request Template

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**Answer: C**

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**Question: 23**

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You need to ensure that the Opportunity link is available on the header bar of every Microsoft Dynamics Marketing page.  
What should you do?

- A. Add the Opportunity header bar link to the home page.
- B. Request that the Microsoft Dynamics Marketing Administrator add the Opportunity header bar link to the home page.
- C. On the User Preferences page, turn on the Opportunity header bar link.
- D. Request that the Microsoft Dynamics Marketing Administrator turn on the Opportunity header bar link for the organization.

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**Answer: B**

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**Question: 24**

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You are creating a job request template.



Which two confirmation email message fields can you modify? Each correct answer presents a complete solution.

- A. Sender
- B. Subject
- C. Recipient
- D. Body

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**Answer: AD**

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**Question: 25**

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Which user role is specifically designed to provide the access privileges necessary for users who work with campaigns and projects?

- A. Marketing Manager/VP
- B. Designer
- C. Marketing Professiona
- D. Administrator

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**Answer: A**

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**Question: 26**

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You recently acquired a comma-separated value (.csv) file that contains contact information for several hundred potential customers.

You need to create contacts for the potential customers in Microsoft Dynamics Marketing.

Which statement about creating client contacts in bulk is true?

- A. You can create contacts in bulk by importing them from XML files only. You must convert the .csv file before you can import it.
- B. You can create contacts in the Client group in bulk by importing them directly from the .csv file.
- C. You can create contacts in bulk only in the Marketing group.
- D. Only Microsoft Dynamics Marketing Administrators can create contacts in bulk.

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**Answer: C**

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**Question: 27**

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You create a template to simplify the email marketing process. The template includes a From field to indicate the email message sender.

What does the From field display?

- A. It displays a name you manually select from a list of Active Directory users.
- B. It automatically displays the name of the person who created the template.
- C. It automatically displays a generic name assigned to all marketing email messages.
- D. It displays a name you manually select from a list of Microsoft Dynamics Marketing contacts.

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**Answer: C**

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**Question: 28**

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How can you generate a mailing list of Microsoft Dynamics Marketing contacts who meet specific criteria?

- A. Use the Quick Find feature.
- B. Create a query.
- C. Create a list.
- D. Use the Advanced Find feature.

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**Answer: C**

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**Question: 29**

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Which field value can you NOT modify after you create a budget workbook?

- A. Contact
- B. Name
- C. Start Date
- D. Interval

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**Answer: B**

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**Question: 30**

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You need to track the current year's expenses related to public relations (PR). The annual PR budget is \$100,000. Which two actions should you perform? Each correct answer presents part of the solution.

- A. Create a budget worksheet that tracks PR expenses and enter \$100,000 for the current year.
- B. Create an estimate for the current year.
- C. Create a budget line item that tracks PR expenses and enter \$100,000 for the current year.
- D. Create a budget workbook for the current year.

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**Answer: BC**

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**Question: 31**

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Which two social media outlets can you add to Microsoft Dynamics Marketing? Each correct answer presents a complete solution.

- A. Yammer
- B. LinkedIn
- C. Twitter
- D. Facebook

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**Answer: AC**

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**Question: 32**

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You create a contact in Microsoft Dynamics Marketing and assign the contact to the Marketing group. Which two actions can you take with the contact? Each correct answer presents a complete solution.

- A. Change the contact group to Client.
- B. Add the contact to the Vendor group.
- C. Change the contact group to Vendor.
- D. Add the contact to the Client group.

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**Answer: AB**

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**Question: 33**

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As part of a marketing campaign, you send an email marketing message to the contacts associated with a marketing list.

Where can you track the performance of the email marketing message?

- A. the campaign record
- B. the Email report
- C. the marketing list
- D. the email marketing message record

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**Answer: B**

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**Question: 34**

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You need to export a set of records generated by a marketing query. Which type of file can you export the record set to?

- A. Comma delimited (\*.csv)
- B. XML(\*.xml)
- C. Microsoft Excel workbook (\*.xlsx)
- D. Text(Mxt)

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**Answer: B**

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**Question: 35**

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You are incorporating a landing page into an existing website. How can you maintain the existing website branding?

- A. On any page of the website, create a hyperlink to the landing page URL.
- B. On any page of the website, embed an iFrame and set the iFrame source to the landing page URL
- C. Add a form to the website and configure the form to submit data to the landing page.
- D. Add a page to the website and embed the HTML code of the landing page into the page.

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**Answer: A**

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**Question: 36**

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Which condition would cause a campaign automation task to fail validation?

- A. a marketing list contains no members
- B. the Scheduler is configured to perform an activity at a time and date prior to the current time and date
- C. an email activity has no associated email message
- D. the campaign has no defined automation activities

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**Answer: B**

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**Question: 37**

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What should you use to allow contacts to register online for an event that is part of an automated marketing campaign?

- A. Scheduler activity
- B. navigation link
- C. webpage
- D. landing page activity

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**Answer: A**

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**Question: 38**

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You create a new result type in the Campaign Performance Dashboard of Microsoft Dynamics Marketing. How many Campaign Performance Dashboard columns does the new result type have?

- A. 1
- B. 2
- C. 3
- D. 4

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**Answer: C**

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**Question: 39**

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What is the purpose of the Validate button in the Campaign Automation Flowchart?

- A. to validate the email addresses of email message recipients
- B. to check whether the current user has permission to activate the campaign
- C. to check whether all the records associated with the campaign have been activated
- D. to validate that the individual steps of the campaign meet the activation requirements

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**Answer: A**

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**Question: 40**

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Which trigger can you define that is specific to a landing page activity in a marketing campaign?

- A. User Attended

- B. Email Opened
- C. Email Link Clicked
- D. User Registered

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**Answer: D**

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**Question: 41**

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What should you do to cause a lead to be scored automatically?

- A. Associate the lead with a campaign and the campaign with lead scoring rules.
- B. When entering a lead, associate it directly with lead scoring rules.
- C. When entering a lead, associate it directly with a lead scoring model.
- D. Associate the lead with a campaign and the campaign with a lead scoring model.

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**Answer: A**

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**Question: 42**

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You hire a vendor to send holiday cards to all contacts processed by a marketing campaign during a specific time period.

Which campaign element should you use to track the vendor name and time period?

- A. file
- B. job
- C. activity
- D. component

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**Answer: A**

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**Question: 43**

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When can approvers be added to approval requests?

- A. at any time after all existing approval requests are completed
- B. at any time before any approver has completed the approval request
- C. only when creating the approval request
- D. when creating the approval request or at any time thereafter

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**Answer: A**

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**Question: 44**

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You create an approval request that has three approvers and set the routing to Sequential (all).  
How does Microsoft Dynamics Marketing deliver the approval requests?

- A. to each approver in the specified order until one approver rejects the request
- B. to each approver in the specified order until one approver approves the request
- C. to all approvers in the specified order regardless of the responses

D. to all approvers at the same time

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**Answer: B**

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**Question: 45**

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Which two assets can users mark up in Microsoft Dynamics Marketing? Each correct answer presents a complete solution.

- A. webpages
- B. videos
- C. advertisements
- D. components

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**Answer: CD**

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**Question: 46**

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Users add comments to a file by using the Markup feature of Microsoft Dynamics Marketing. You need to download the file, including the comments. What should you do?

- A. Use the PDF option.
- B. Use the Print option.
- C. Download the file and then download the comments separately as a Microsoft Word document.
- D. Download the file and then download the comments separately as a PDF file.

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**Answer: A**

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**Question: 47**

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How can you move a file to a different folder in File Manager?

- A. Hold down the SHIFT key and drag the file to the new folder.
- B. Drag the file to the new folder without pressing any keyboard keys.
- C. Hold down the CTRL key and drag the file to the new folder.
- D. Cut the file from the original folder and paste it into the new folder.

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**Answer: B**

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**Question: 48**

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You are creating a file library that has the default security settings. You select the Publish check box. What happens when you click Submit?

- A. Microsoft Dynamics Marketing sends the folder to an administrator to apply folder security.
- B. Microsoft Dynamics Marketing publishes the folder and the folder contents become publicly available.
- C. Microsoft Dynamics Marketing publishes the folder and the folder contents become available only to system users.
- D. Microsoft Dynamics Marketing sends the folder to an administrator for approval.

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**Answer: A**

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**Question: 49**

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What information can you specify for an event session in Microsoft Dynamics Marketing?

- A. Estimated Attendance
- B. Staff/Speakers
- C. Capacity
- D. Related Sessions

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**Answer: C**

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**Question: 50**

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You frequently schedule tradeshow events.

Which two methods can you use to save time when creating tradeshow events in Microsoft Dynamics Marketing? Each correct answer presents a complete solution.

- A. Open an existing tradeshow event, rename it and save it as a new event.
- B. Create a tradeshow event template, then create an event and select the template.
- C. Copy an existing tradeshow event.
- D. Create a tradeshow event template, then open and create an event from the template.

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**Answer: AC**

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**Question: 51**

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For what two purposes does Microsoft Dynamics Marketing require user licenses for event speakers? Each correct answer presents a complete solution.

- A. for speakers to be associated with events
- B. for speakers to view their event sessions
- C. for speakers to modify their event sessions
- D. for speakers to be associated with event sessions

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**Answer: CD**

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**Question: 52**

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You create an event in Microsoft Dynamics Marketing.

Which date range specifies the period during which contacts can register for the event?

- A. item start and end dates
- B. exhibit start and end dates
- C. registration start and end dates
- D. event start and end dates

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**Answer: D**

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**Question: 53**

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You create an event and send invitations to contacts. The cost to attend the event is \$200. On which records can you track payments from contacts who confirm their attendance?

- A. event registration records
- B. event activity records
- C. event attendance records
- D. event response records

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**Answer: C**

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**Question: 54**

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You create an event in Microsoft Dynamics Marketing and invite 200 contacts. Which records track the contacts who confirm that they will attend the event?

- A. fulfillment records
- B. registration records
- C. lead records
- D. response records

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**Answer: C**

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**Question: 55**

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How many market segments can a market be segmented into?

- A. a maximum of one per demographic, psychographic, and geographic characteristic
- B. a maximum of one per media outlet
- C. an unlimited number
- D. a maximum of one per media type

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**Answer: D**

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**Question: 56**

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You plan to buy advertising from the manager of a radio station that is owned by Fabrikam, Inc. How should you set up the relevant entities in Microsoft Dynamics Marketing?

- A. Create a Vendor company record for Fabrikam, Inc. Create a Media Outlet record for the radio station. Add Fabrikam, Inc. in the Companies section of the form.
- B. Create a Vendor contact record for the station manager. Create a Media Outlet record for Fabrikam, Inc. Add the station manager in the Contacts section of the form.
- C. Create a Vendor contact record for the station manager. Create a Media Outlet record for the radio station. Add the station manager in the Contacts section of the form.
- D. Create a Vendor company record for Fabrikam, Inc. Create a Media Outlet record for the radio station. Enter



Fabrikam, Inc. in the Company field.

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**Answer: D**

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**Question: 57**

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Which two field values are required to create a rate card in Microsoft Dynamics Marketing? Each correct answer presents part of the solution.

- A. Market
- B. Company
- C. Media Outlet
- D. Created By

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**Answer: BD**

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**Question: 58**

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What happens when you select a rate card in Microsoft Dynamics Marketing and click the Delete button?

- A. The rate card is deactivated, but can be reactivated.
- B. The rate card is deleted and can be restored only by a Microsoft Dynamics Marketing Administrator.
- C. The rate card is deactivated and cannot be reactivated.
- D. The rate card is permanently deleted.

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**Answer: C**

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**Question: 59**

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What is the effect of changing the Interval value on a media plan?

- A. It sets up the basic format of the media plan for data entry.
- B. It changes the available start dates and end dates.
- C. It changes the available calendar options.
- D. It changes the display of the analytical data.

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**Answer: D**

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**Question: 60**

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Your company uses a marketing list to track registrations to the company newsletter. At an industry event, 200 new contacts register to receive the company newsletter.

How can you create all the contacts and add them to the marketing list at the same time?

- A. Import the registrations into the marketing list
- B. Use the Microsoft Excel option.
- C. Use the Mass Update option.
- D. Import the contacts into the marketing list.

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**Answer: C**

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**Question: 61**

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Which two statements about Microsoft Dynamics Marketing queries are correct? Each correct answer presents a complete solution.

- A. A query generates a set of contact records and adds each contact record to a static marketing list.
- B. A query generates a set of contact records that you can save as a static marketing list.
- C. A query generates a set of contact records and associates them with the query so they are always returned in the query record set.
- D. A query generates a set of contact records that you can send email marketing messages to.

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**Answer: AB**

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**Question: 62**

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Which location in Microsoft Dynamics Marketing displays a comparison of budgeted expenses and actual expenses?

- A. the Result Metrics report
- B. the Budget section of the Expense Reconciliation page
- C. the Budget area of the budget worksheet
- D. the Expenses section of the budget workbook

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**Answer: B**

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**Question: 63**

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You are entering budget items into a Microsoft Dynamics Marketing budget worksheet. Which statement is true when the default budget worksheet interval is set to Monthly?

- A. You can set the interval for individual budget items by changing the default interval before entering the items.
- B. You can enter budget items only for monthly intervals but can display the budget for other intervals.
- C. You can set the interval for individual budget items when entering the items in the workbook,
- D. You can enter budget items and display the budget only for monthly intervals.

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**Answer: B**

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**Question: 64**

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What do cross-campaign rules control?

- A. The maximum number of campaigns a contact can participate in.
- B. The maximum number of campaign-related email messages that can be sent to a contact in a specified time period.
- C. The maximum number of mailing lists a contact can subscribe to.
- D. The maximum number of times the contact can be counted in campaign result metrics.

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**Answer: D**

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**Question: 65**

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You create a budget workbook in Microsoft Dynamics Marketing.

Microsoft Dynamics Marketing displays other budget workbooks to your coworker but does not display the new workbook.

You need to ensure that your coworker can open the new budget workbook but not modify the workbook content. What should you do?

- A. Share the budget workbook with your coworker.
- B. Grant View permissions for each budget worksheet in the budget workbook to your coworker.
- C. Grant View permissions for the budget workbook to your coworker.
- D. Add your coworker to the budget workbook contacts.

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**Answer: B**

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**Question: 66**

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You are creating a commercial email marketing message.

What must be present in the message body before you can send the message?

- A. Subscription Center plug-in
- B. view as Web Page plug-in
- C. Forward to a Friend plug-in
- D. landing page link

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**Answer: C**

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**Question: 67**

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How can you prevent users from downloading the files that are stored in a library?

- A. Turn off download permissions for each file in the library for all users.
- B. Turn off download permissions for the library for all users.
- C. Turn on the Restrict download option when creating the library.
- D. Turn on the Restrict download option for each file in the library.

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**Answer: A**

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**Question: 68**

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Which two video file formats support markup in Microsoft Dynamics Marketing? Each correct answer presents a complete solution.

- A. QuickTime (.mov)
- B. Material Exchange Format (.mxf)
- C. Advanced Video Codec High Definition (.avchd)
- D. MPEG-4(.mp4)

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**Answer: CD**

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**Question: 69**

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You need to display only PDF files in File Manager. What should you do?

- A. Perform a search for the term pdf
- B. Perform a search for the term .pdf.
- C. Filter files by type.
- D. Filter files by asset type.

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**Answer: B**

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**Question: 70**

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Which statement about reviewing and approving routed items is true?

- A. Approvers can provide comments for an item until another approver provides comments for that item.
- B. Approvers can provide comments for an item until the approval process is complete.
- C. Approvers can update their comments for items that have completed the approval process.
- D. Approvers can provide comments and select the status for an item only once.

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**Answer: A**

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**Question: 71**

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You create an approval request from a template.

What happens to the approval request status after all the approvers respond to the request?

- A. It changes to Reviewed by All.
- B. It changes to Completed
- C. It changes to In Process unless an approver previously set the status.
- D. it remains the same until manually updated by the requester.

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**Answer: B**

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**Question:72**

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You

plan to modify a file that is stored in Microsoft Dynamics Marketing.

You need to ensure that no one else modifies the file while you are working in it.

What should you do?

- A. Change the file type.
- B. Change the file status.
- C. Restrict file download.
- D. Lock the file.

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**Answer: A**

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**Question: 73**

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You create an event in Microsoft Dynamics Marketing. You plan to request bids from catering vendors and then award the event catering to a vendor.

Which three steps should you perform to track the vendors? Each correct answer presents part of the solution.

- A. Create a Request for Quote (RFQ), then add the prospective vendors and the event catering item to the RFQ.
- B. Create a quote, then add the prospective vendors and the event catering item to the quote. E-lc-
- C. Send the event catering RFQ to the prospective vendors.
- D. Mark the winning vendor's response as Awarded.
- E. Select the item and award it to the winning vendor.

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**Answer: ACE**

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**Question:74**

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You

create a time slip for a job in Microsoft Dynamics Marketing and add entries to the time slip.

How can you prevent further changes to the time slip?

- A. Save the time slip.
- B. Post the time slip.
- C. Complete the time slip.
- D. Submit the time slip.

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**Answer: A**

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**Question: 75**

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Which statement about changing a financial account type is true?

- A. Changing the account type requires elevated permissions.
- B. You cannot change the account type after saving the account.
- C. You can change the account type of inactive accounts only.
- D. You can change the account type an unlimited number of times.

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**Answer: B**

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**Question: 76**

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Which action posts an expense to the associated general ledger account in Microsoft Dynamics Marketing?

- A. submitting a purchase order
- B. submitting an estimate
- C. printing a check
- D. submitting an expense

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**Answer: B**

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**Question: 77**

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Which item type should you use in Microsoft Dynamics Marketing when creating items that users will select from time slips?

- A. Taxable Item
- B. Standard Item
- C. Component Item
- D. Items/Services

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**Answer: C**

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**Question: 78**

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Which field value can you NOT specify in a Request for Quote (RFQ) template?

- A. Requirements
- B. Status
- C. Date
- D. Vendors

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**Answer: C**

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**Question: 79**

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A user reports that he is not receiving alerts from Microsoft Dynamics Marketing.  
What are two possible causes of the problem? Each correct answer presents a complete solution.

- A. The Microsoft Dynamics Marketing Administrator did not turn on data service for the organization.
- B. The user's contact record does not contain a valid email address,
- C. The Microsoft Dynamics Marketing Alert Processing service is not turned on.
- D. The user's User Preferences dashboard does not contain a valid email address.

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**Answer: AC**

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**Question: 80**

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Which two one-click tasks can you create in a default Microsoft Dynamics Marketing project? Each correct answer presents a complete solution.

- A. Scheduled Appointment
- B. Qualified Lead
- C. Sent Proposal
- D. Routed Proof

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**Answer: BD**

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**Question: 81**

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What type of record can you add to a task in Microsoft Dynamics Marketing to track the amount of time people work on the task?

- A. service activity
- B. time slip
- C. appointment
- D. time utilization

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**Answer: D**

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**Question: 82**

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You need to import 100 client contacts from a Microsoft Excel workbook (.xlsx file) into Microsoft Dynamics Marketing.

What should you do?

- A. Save the workbook to your computer in its current format and then import the contacts from the workbook.
- B. Save the workbook to your computer as a text (.txt) file and then import the contacts from the text file.
- C. Save the workbook to your computer as an XPS Document (jcps file) and then import the contacts from the saved file.
- D. Save the workbook to your computer as an OpenDocument Spreadsheet (.ods file) and then import the contacts from the saved file.

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**Answer: B**

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**Question: 83**

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What are two groups that contacts can belong to in Microsoft Dynamics Marketing? Each correct answer presents a complete solution.

- A. Visitor
- B. Lead
- C. Staff
- D. Vendor

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**Answer: BC**

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**Question: 84**

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Which event can you configure to trigger an alert?

- A. a downloaded file
- B. an overdue task
- C. an expired contract
- D. a deleted note

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**Answer: D**

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**Question: 85**

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You enable automatic lead assignment for a marketing campaign.  
When does Microsoft Dynamics Marketing evaluate the lead assignment rules?

- A. When any of the fields used in a lead assignment rule are updated.
- B. When a lead is saved after the Assigned To value has been cleared.
- C. Every time a lead is created.
- D. When a lead that has an empty Assigned To field is created.

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**Answer: B**

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**Question: 86**

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You generate a Microsoft SQL Server Reporting Services (SSRS) report in Microsoft Dynamics Marketing.  
You plan to export the report.  
Which two file types can you export the report as? Each correct answer presents a complete solution.

- A. XML file
- B. Microsoft Excel workbook
- C. PDF file
- D. Microsoft Word document

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**Answer: AC**

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**Question: 87**

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You are using the Scheduler to configure campaign automation.  
What does the Number of Days setting control?

- A. the number of days between activity recurrences
- B. the frequency at which the campaign retries an activity until it succeeds
- C. the number of days to wait before activating the campaign
- D. the number of days to wait before performing the activity that follows the Scheduler

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**Answer: C**

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**Question: 88**

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You plan to add a Power BI widget to your Microsoft Dynamics Marketing home page.  
Where can you store the workbook for the widget?

- A. Microsoft Dynamics CRM
- B. File Manager
- C. a Microsoft SharePoint document library
- D. a local instance of Microsoft SQL Server

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**Answer: B**

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**Question: 89**

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Your company wants to automatically post information about a new product to the company Facebook account 7.14, and 30 days after launching the related marketing campaign.

What can you use to achieve this goal in Microsoft Dynamics Marketing?

- A. Scheduler activity
- B. post
- C. task
- D. social media activity

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**Answer: C**

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**Question: 90**

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You open an automated marketing campaign that is scheduled to begin immediately, and click the Activate button. When will the first campaign activity run?

- A. as soon as the campaign is approved
- B. immediately
- C. after the first activity passes validation
- D. after all the activities pass validation

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**Answer: D**

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