**MB-910**

Number: MB-910   
Passing Score: 800   
Time Limit: 120 min   
File Version: 1

MB-910



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**Sections**   
1. Describe Dynamics 365 Marketing   
2. Describe Dynamics 365 Sales   
3. Describe Dynamics 365 Customer Service   
4. Describe Dynamics 365 Field Service   
5. Describe Project Operations   
6. Describe shared features

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**Exam A**

**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.



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A. Customer Voice survey

B. Customer Service Hub

C. Enterprise Asset Management

D. Event management

**Correct Answer:** AD   
**Section: Describe Dynamics 365 Marketing**   
**Explanation**

**Explanation/Reference:**   
Reference:   
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.

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**Correct Answer:** AC   
**Section: Describe Dynamics 365 Marketing**   
**Explanation**

**Explanation/Reference:**   
Reference:   
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

**Correct Answer:** ADE   
**Section: Describe Dynamics 365 Marketing**   
**Explanation**

**Explanation/Reference:**   
Reference:   
https://docs.microsoft.com/en-gb/dynamics365/marketing/manage-event-sponsorships

https://docs.microsoft.com/en-gb/dynamics365/marketing/event-management

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?

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A. Customer Service Insights

B. Market Insights

C. Power Virtual Agents

D. Sales Insights

**Correct Answer:** D   
**Section: Describe Dynamics 365 Sales**   
**Explanation**

**Explanation/Reference:**   
Reference:   
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

**Correct Answer:** D   
**Section: Describe Dynamics 365 Sales**   
**Explanation**

**Explanation/Reference:**   
Reference:   
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?

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**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

**Correct Answer:** BC   
**Section: Describe Dynamics 365 Sales**   
**Explanation**

**Explanation/Reference:**   
Reference:   
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

**Correct Answer:** BD   
**Section: Describe Dynamics 365 Sales**   
**Explanation**

**Explanation/Reference:**   
Reference:   
https://docs.microsoft.com/en-us/learn/modules/value-proposition-mrss/1-intro

**QUESTION 8**   
You are a sales representative for a company.

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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

**Correct Answer:** A   
**Section: Describe Dynamics 365 Sales**   
**Explanation**

**Explanation/Reference:**   
Reference:   
https://docs.microsoft.com/en-us/dynamics365/sales-professional/manage-leads-sales-professional

**QUESTION 9**   
A company plans to implement Dynamics 365 Sales.

Which two out-of-the-box features can you use to capture leads? Each correct answer presents a complete solution.

**NOTE**: Each correct selection is worth one point.

A. emails

B. CSV files

C. Dynamics 365 Commerce

D. Dynamics 365 Customer Insights

**Correct Answer:** AB   
**Section: Describe Dynamics 365 Sales**   
**Explanation**

**Explanation/Reference:**   
Reference:   
https://www.dyn365pros.com/2015/11/11/microsoft-dynamics-crm-4-simple-steps-for-importing-leads-and-contacts/

**QUESTION 10**   
A company wants to be able to give quotes to customers from their parts list.

You need to recommend a solution for the company.

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What should you recommend?

A. Dynamics 356 Customer Insights

B. Dynamics 365 Sales

C. Dynamics 365 Marketing

D. Dynamics 365 Human Resources

**Correct Answer:** B   
**Section: Describe Dynamics 365 Sales**   
**Explanation**

**Explanation/Reference:**   
Reference:   
https://docs.microsoft.com/en-us/dynamics365/sales-enterprise/create-edit-quote-sales

**QUESTION 11**   
You work as a technician and receive your work assignments by using cases in Dynamics 365 Sales.

You need to review the timeline for a case that you are managing.

Which type of activity appears in the case timeline?

A. Project task

B. Task

C. Entitlement

D. Work order

**Correct Answer:** C   
**Section: Describe Dynamics 365 Sales**   
**Explanation**

**Explanation/Reference:**   
Reference:   
https://docs.microsoft.com/en-us/dynamics365/customer-service/customer-service-hub-user-guide-create-a-case

**QUESTION 12**   
A company uses Dynamics 365 Customer Service.

The company plans to use support queues to organize and monitor the progress of cases. Customer support agents will select cases from queues in which they are

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members. Agents release case items if they are not able to continue working on a case.

Which statement describes what happens when a case item is released from the queue?

A. The case continues to remain in the agent’s personal queue until someone else selects the item from the queue.

B. The case is removed from all queues.

C. The case is removed from the agent’s personal queue and returned to the original support queue.

**Correct Answer:** C   
**Section: Describe Dynamics 365 Customer Service**   
**Explanation**

**Explanation/Reference:**   
Reference:   
https://docs.microsoft.com/en-us/learn/modules/using-dynamics-365-queues-to-manage-case-workloads/4-working-with-queues

**QUESTION 13**   
You attend a tradeshow. A fellow attendee suggests that you implement Dynamics 365 Connected Customer Service.

What is a valid use case for Dynamics 365 Connected Customer Service?

A. Analyze customer sentiment from multiple sources.

B. Respond to and resolve customer issues by using social media.

C. Use mixed reality applications to assist technicians performing work in the field.

D. Use IoT devices and AI to predict when a customer’s equipment will need service.

**Correct Answer:** D   
**Section: Describe Dynamics 365 Customer Service**   
**Explanation**

**Explanation/Reference:**   
Reference:   
https://docs.microsoft.com/en-us/dynamics365/customer-service/cs-iot-overview

**QUESTION 14**   
You manage a call center for a company that uses Dynamics 365 Customer Service.

The call center’s customer service manager wants to renew all expired entitlements to increase the duration of entitlements from six months to one year.

You need to help the customer service manager make the changes.

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Which status indicates that an entitlement must be renewed?

A. Draft

B. Waiting

C. Active

D. Canceled

**Correct Answer:** D   
**Section: Describe Dynamics 365 Customer Service**   
**Explanation**

**Explanation/Reference:**   
Reference:   
https://docs.microsoft.com/en-us/dynamics365/customer-service/create-entitlement-define-support-terms-customer#renew-an-entitlement

**QUESTION 15**   
A company plans to implement Dynamics 365 Customer Service.

The company wants to use the system to determine when customers are having an issue and need help.

You need to track customer issues until the issues are resolved.

What should you create?

A. opportunity

B. contact

C. case

D. quote

**Correct Answer:** C   
**Section: Describe Dynamics 365 Customer Service**   
**Explanation**

**Explanation/Reference:**   
Reference:   
https://docs.microsoft.com/en-gb/learn/modules/get-started-with-dynamics-365-for-customer-service/2-core-components

**QUESTION 16**   
A company uses Dynamics 365 Customer Service. The customer service department for a retailer hires temporary employees to work during peak seasons.

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Temporary employees take much longer to resolve cases than seasoned employees.

You need to recommend features that will help employees find information needed to resolve cases.

Which two options should you recommend? Each correct answer presents a complete solution. **NOTE**: Each correct selection is worth one point.

A. Knowledge base with Relevance search   
B. Parent and Child case settings   
C. Case management with Related Similar cases   
D. Routing rule sets

**Correct Answer:** AC   
**Section: Describe Dynamics 365 Customer Service**   
**Explanation**   
**Explanation/Reference:**   
Reference:   
https://docs.microsoft.com/en-us/dynamics365/customer-service/suggest-similar-cases-for-a-case **QUESTION 17**   
A company uses Dynamics 365 Field Service.

You create a work order from a case. A field service administrator schedules the work order. A technician arrives at the site of the work order and is ready to begin work on time.

What is the status of the work order?

A. Open – In progress   
B. Open – Unscheduled   
C. Traveling   
D. Open – Scheduled

**Correct Answer:** A   
**Section: Describe Dynamics 365 Field Service**   
**Explanation**

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