

Microsoft MB-910 Exam

Microsoft Dynamics 365 Fundamentals Customer Engagement Apps (CRM)

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QUESTIONS & ANSWERS DEMOVERSION (LIMITED CONTENT)

Version: 12.1

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:

Reference:

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

Question: 2

DRAG DROP

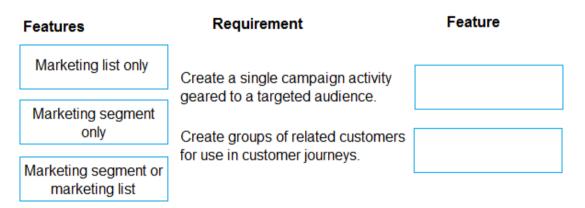
A company uses Dynamics 365 Marketing.

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



Answer:

Explanation:

Answer Area

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

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

Question: 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.	0	
You can use quick campaigns with both marketing lists and marketing segments.		0

Answer:

Explanation:

Answer Area

Statement	Yes	No
You can only query across accounts, leads, and marketing lists when building segments.		0
You can use quick campaigns with both marketing lists and marketing segments.	0	0

Reference:

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

Question: 4

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:

Answer Area

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

Explanation:

Answer Area

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

Reference:

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

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

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