# Microsoft

## MB-910 Exam

Microsoft Dynamics 365 Fundamentals Customer Engagement Apps (CRM)

Questions & Answers Demo

# Version: 10.0

Question: 1	
Which two components are incomplete solution.	cluded in Dynamics 365 Marketing? Each correct answer presents a
NOTE: Each correct selection is	s worth one point.
A. Customer Voice survey	
B. Customer Service Hub	
C. Enterprise Asset Manageme	ent
D. Event management	
	Answer: AD
Explanation:	
Reference:	
https://docs.microsoft.com/er	n-gb/dynamics365/marketing/overview
Question: 2	
DRAG DROP	

Questions & Answers PDF Page 3

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

#### **Answer Area**

Features	Requirement	Feature
Marketing list only	Create a single campaign activity geared to a targeted audience.	Marketing list only
Marketing segment only  Marketing segment or marketing list	Create groups of related customers for use in customer journeys.	Marketing segment or marketing list
Box 1:		
You cannot use marketing	segments in a campaign.	
Box 2:		
You can only use one type type of marketing segment	of marketing list (a subscription list) for c t for customer journeys.	ustomer journeys. You can use any
Reference:		
https://docs.microsoft.com	n/en-gb/dynamics365/marketing/segme	nts-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	0
You can use quick campaigns with both marketing lists and marketing segments.	0	0
	_	Answer:
Explanation:		
Answer Area		
Statement	Yes	No
You can only query across accounts, leads, and marketing lists when building segments	0	0
You can use quick campaigns with both marketing lists and marketing segments.	0	O
Reference:		
https://docs.microsoft.com/en-gb/dynamics365/marketing/segm	entation-lists	s-subscriptions

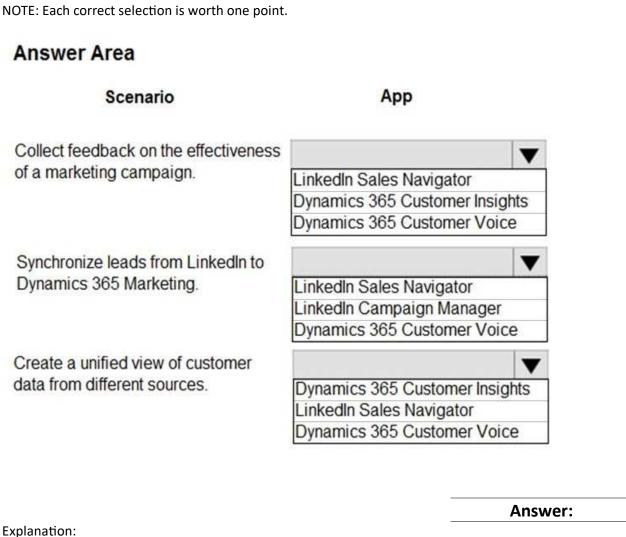
Question: 4

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.



#### **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

#### Reference:

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

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