



MB2-704^{Q&As}

Microsoft Dynamics CRM Application

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QUESTION 1

You want to aggregate customer feedback from social websites in order to identify buying trends and customer opinions toward your company's product. Which tool should you use in Microsoft Dynamics CRM?

- A. Microsoft Social Listening, in order to monitor social media channels
- B. Cases, in order to see and respond to negative social mentions
- C. Marketing Campaigns, in order to provide visibility to social feeds
- D. Activity feeds, in order to view interactions on the social pane

Correct Answer: A

QUESTION 2

You are a marketing specialist. You receive an email message from a prospective client who was referred to your company by a current client.

You need to add the client to Microsoft Dynamics CRM so that a salesperson can follow up with the potential client.

After tracking the email message, what should you do?

- A. Convert the email message to an opportunity, and assign it to a salesperson.
- B. Convert the email message to a lead, and assign it to a salesperson.
- C. Create a task, and set the Regarding field to the existing customer who referred the potential client.
- D. Create a new account for the potential client and assign a follow-up phone call activity to a salesperson.

Correct Answer: B

QUESTION 3

Your manager needs an analysis that contains four views and three charts.

Which two actions should you perform? Each correct answer presents a complete solution. Choose two.

- A. Create one dashboard.
- B. Create a Report Wizard Report.
- C. Create an SSRS report.
- D. Create two dashboards.

Correct Answer: CD



QUESTION 4

Your organization uses territories in Microsoft Dynamics CRM to manage sales.

You need to ensure that all sales managers and sales people are associated with the correct territories.

What should you do?

- A. Add a sales manager and the relevant sales people as members to each territory.
- B. Add a territory to each sales person's record, and add the sales manager and territory to each opportunity record.
- C. Add the relevant sales people to each territory record, and make the sales manager the owner of the territory record.
- D. Add a sales manager to each territory record and to each sales person's user record.

Correct Answer: A

QUESTION 5

You want to share a personal chart that you created.

Who can you share your chart with? Each correct answer presents a complete solution. Choose two.

- A. Resource group
- B. Access team
- C. Team
- D. User

Correct Answer: CD

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