

Vendor: Microsoft

Exam Code: MB2-868

Exam Name: Microsoft Dynamics CRM 2011 Applications

Version: Demo

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QUESTION: 1

You are creating a personal dashboard in Microsoft Dynamics CRM 2011. Which of the following components can you include on the dashboard?

- A. only charts
- B. only reports
- C. charts and lists
- D. charts and reports

Answer: C

QUESTION: 2

A customer calls in response to a phone call he received about a current campaign. You need to ensure that the call is captured as a campaign response. What are possible ways to achieve this goal? (Choose all that apply.)

- A. In the Phone Call activity for the referenced campaign, select Promote to Response.
- B. From the Phone Calls Created view of the referenced campaign activity, assign the phone call to a queue.
- C. Create a new campaign response activity. On the response form, select the referenced campaign and the Phone channel.
- D. Create a new Phone Call activity, and set the Regarding field to the referenced campaign. Then select Promote to Response.

Answer: A, C

QUESTION: 3

In Microsoft Dynamics CRM 2011, you need to create an account, a contact, and an opportunity from a lead. What should you do?

- A. Qualify the lead and convert it to an account, a contact, and an opportunity.
- B. Qualify the lead and convert it to an account and a contact. Create the opportunity with the values of the lead, and then attach it to the account.
- C. Qualify the lead and convert it to an account. Create the contact and the opportunity with the values of the lead, and then attach them to the account.

D. Create the account, the contact, and the opportunity with the values of the lead. Then attach the contact and the opportunity to the account.

Answer: A

QUESTION: 4

You receive an email message from a potential customer. You need to track the potential customer as a new lead in Microsoft Dynamics CRM 2011. What should you do?

- A. Convert the email message into a lead.
- B. Create a new lead and set a connection to the email message.
- C. Create a new lead from the Regarding lookup of the email message.
- D. Create a new lead, attach the email message to the lead, and then save the lead.

Answer: A

QUESTION: 5

In Microsoft Dynamics CRM 2011, the currency on an existing open opportunity is incorrect. The opportunity has no opportunity products. What should you do?

- A. Open the opportunity, and then change the currency.
- B. Create a new opportunity that has the correct currency, and then delete the original opportunity.
- C. Create a copy of the opportunity, change the currency on the copy, and then delete the original opportunity.
- D. Change the default currency for your user account. Then open the opportunity and run the Recalculate Opportunity command.

Answer: A

QUESTION: 6

In Microsoft Dynamics CRM 2011, you need to close an opportunity as lost. Which of the following must you do?

- A. Close all open activities on the opportunity.

- B. Relate the opportunity to at least one competitor.
- C. Enter the close date on the close opportunity form.
- D. Activate all draft quotes related to the opportunity.

Answer: C

QUESTION: 7

In Microsoft Dynamics CRM 2011, you need to change the query for a dynamic marketing list while preserving the current list of members. What should you do?

- A. Share the members of the marketing list with a new static marketing list.
- B. Lock the dynamic marketing list. Then change the query for the dynamic marketing list.
- C. Copy the dynamic marketing list as a static list. Then change the query for the dynamic marketing list.
- D. Change the dynamic marketing list to a static marketing list. Then create a new dynamic marketing list to track additional members.

Answer: C

QUESTION: 8

In Microsoft Dynamics CRM 2011, you create a quick campaign from a marketing list. You select Phone Call as the campaign activity. To which of the following can you assign ownership of the phone call activities? (Choose all that apply.)

- A. yourself
- B. a user
- C. a team
- D. a business unit
- E. a resource group

Answer: A, B, C

QUESTION: 9

In Microsoft Dynamics CRM 2011, you are distributing an email campaign activity to leads. How can the owner of the distributed campaign activities be assigned? (Choose all that apply.)

- A. The activities can be assigned to you.
- B. The activities can be assigned to a team.
- C. The activities can be assigned to a specific user.
- D. The activities can be assigned to a list of users.
- E. The activities can be assigned to the owners of the lead records.

Answer: A, B, C, E

QUESTION: 10

You receive an email message from a prospective customer who references a promotion code from a letter that you sent to an existing customer. You need to capture a campaign response in Microsoft Dynamics CRM 2011. What should you do?

- A. Create a new lead, and then convert the lead to an account, a contact, and an opportunity.
- B. Promote the email message to a campaign response, and then convert the campaign response to a new lead.
- C. Create a manual campaign response and indicate that it was received from the prospective customer. Then convert the campaign response to a new lead.
- D. Create a manual campaign response and indicate that it was received from the existing customer. Then convert the campaign response to an opportunity.

Answer: C

QUESTION: 11

In Microsoft Dynamics CRM 2011, you need to send the Sales Attachment of a Sales Literature record to a Customer. What should you do?

- A. Open the Sales Literature and send it to the customer as an email message.
- B. Open the Sales Attachment and send it to the customer as an email message.
- C. Create an email message, add the Sales Literature record, and send the email message to the Customer.
- D. Create an email message, add the Sales Attachment record, and send the email message to the Customer.

Answer: A

QUESTION: 12

You receive an email message from a potential customer. You need to track the potential customer as a new lead in Microsoft Dynamics CRM 2011. What should you do?

- A. Convert the email message into a lead.
- B. Create a new lead and set a connection to the email message.
- C. Create a new lead from the Regarding lookup of the email message.
- D. Create a new lead, attach the email message to the lead, and then save the lead.

Answer: A

QUESTION: 13

In Microsoft Dynamics CRM 2011, the currency on an existing open opportunity is incorrect. The opportunity has no opportunity products. What should you do?

- A. Open the opportunity, and then change the currency.
- B. Create a new opportunity that has the correct currency, and then delete the original opportunity.
- C. Create a copy of the opportunity, change the currency on the copy, and then delete the original opportunity.
- D. Change the default currency for your user account. Then open the opportunity and run the Recalculate Opportunity command.

Answer: A

QUESTION: 14

In Microsoft Dynamics CRM Online 2011, you create a static marketing list from an Advanced Find of leads. A month later, you lock and deactivate the marketing list. Which of the following statements about the marketing list are true?

- A. Deleted leads remain in the marketing list.
- B. Deleting a lead also removes the lead from the marketing list.
- C. Marketing list members can be added after the list is activated.
- D. Marketing list members cannot be qualified until the list is activated and unlocked.

Answer: B

QUESTION: 15

Which of the following statements about marketing lists are true? (Choose all that apply.)

- A. Static marketing lists cannot be locked.
- B. You can copy a dynamic marketing list to a static marketing list.
- C. One dynamic marketing list can contain accounts, contacts, and leads.
- D. You can add members to a static marketing list by using an Advanced Find query.
- E. You can remove members from a dynamic marketing list by using an Advanced Find query.

Answer: B, D

QUESTION: 16

You need to schedule a phone call to a group of Accounts and Contacts, followed three days later by an email message. What should you do?

- A. Create one quick campaign.
- B. Create two quick campaigns.
- C. Create one campaign with one marketing list.
- D. Create one campaign with two marketing lists.

Answer: D

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