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Microsoft

Exam Questions MB2-720

Functional Application in Microsoft Dynamics Marketing
1. You work for an advertising company. You negotiate special weekday morning television advertising rates for a customer. How should you record the special rates in Microsoft Dynamics Marketing?

A. Create a rate card that is specific to weekday mornings and then link the rate card to the client contact record for the customer.
B. Create a rate card that is specific to the negotiated rates and set the rate type to Special Rate. Then, link the rate card to the client contact record for the customer.
C. Create a rate card that is specific to the customer and includes a daypart for weekday mornings.
D. In the client contact record for the customer, add a rate card that is specific to weekday mornings.

Answer: B

2. Which user role is specifically designed to provide the access privileges necessary for users who work with campaigns and projects?

A. Marketing Manager/VP
B. Designer
C. Marketing Professional
D. Administrator

Answer: A

3. Your company wants to automatically post information about a new product to the company Facebook account 7.14, and 30 days after launching the related marketing campaign. What can you use to achieve this goal in Microsoft Dynamics Marketing?

A. Scheduler activity
B. Post
C. Task
D. Social media activity

Answer: C

4. Which two assets can users mark up in Microsoft Dynamics Marketing? Each correct answer presents a complete solution.

A. Webpages
B. Videos
C. Advertisements
D. Components

Answer: C,D

5. You enable automatic lead assignment for a marketing campaign. When does Microsoft Dynamics Marketing evaluate the lead assignment rules?

A. When any of the fields used in a lead assignment rule are updated.
B. When a lead is saved after the Assigned To value has been cleared.
C. Every time a lead is created.
D. When a lead that has an empty Assigned To field is created.

Answer: B

6. You need to export a set of records generated by a marketing query. Which type of file can you export the record set to?

A. Comma delimited (*.csv)
B. XML (*.xml)
C. Microsoft Excel workbook (*.xlsx)
7. What is the effect of changing the Interval value on a media plan?
   A. It sets up the basic format of the media plan for data entry.
   B. It changes the available start dates and end dates.
   C. It changes the available calendar options.
   D. It changes the display of the analytical data.
   Answer: D

8. What type of record can you add to a task in Microsoft Dynamics Marketing to track the amount of time people work on the task?
   A. service activity
   B. time slip
   C. appointment
   D. time utilization
   Answer: D

9. You create a budget workbook in Microsoft Dynamics Marketing.
   Microsoft Dynamics Marketing displays other budget workbooks to your coworker but does not display the new workbook.
   You need to ensure that your coworker can open the new budget workbook but not modify the workbook content.
   What should you do?
   A. Share the budget workbook with your coworker.
   B. Grant View permissions for each budget worksheet in the budget workbook to your coworker.
   C. Grant View permissions for the budget workbook to your coworker.
   D. Add your coworker to the budget workbook contacts.
   Answer: B

10. Your company gains new customers several times a week. You must perform 18 specific tasks in Microsoft Dynamics Marketing for each new customer.
    Which feature can you use to quickly generate the tasks for a new customer?
    A. Job Template
    B. Marketing Plan
    C. Quick Campaign
    D. Job Request Template
    Answer: C
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