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QUESTION: 1
Company.com has a service that requires users and equipment. Which of the following have an effect on when the service can be scheduled? Choose the three that apply.

A. Users' business units
B. Organization-wide business closures
C. Users' time zones
D. Work schedule for the equipment

Answer: B, C, D

QUESTION: 2
You are the schedule manager for your company. Company.com calls requesting a service. The service has already been defined and you decide to use the Service Calendar to automatically schedule the service. Which of the following can you do when scheduling the service appointment? Choose the two that apply.

A. Specify additional equipment that is not part of the service definition.
B. Schedule users outside their regular working hours.
C. Choose specific users to perform the service.
D. Set the length of time the service should take.

Answer: C, D

QUESTION: 3
Which of the following records are synchronized between Microsoft Outlook and Microsoft CRM? Choose the two that apply.

A. Contacts
B. Accounts
C. Notes
D. Tasks

Answer: A, D

QUESTION: 4
Which of the following are features of Marketing Automation in Microsoft CRM? Choose the three that apply.

A. Creating and managing marketing lists
B. Planning campaigns
C. E-commerce Web sites

D. Tracking estimated and actual cost and revenue information

Answer: A, B, D

QUESTION: 5
As a Sales Manager using Microsoft CRM you want to see what types of Leads result in the most opportunities. What is the most efficient way to obtain this information from Microsoft CRM?

A. Create a new marketing campaign.
B. Create a new View for Lead Types.
C. Create a Microsoft CRM Advanced Find search.
D. Run the Microsoft CRM Lead Source Effectiveness Report.

Answer: D

QUESTION: 6
Company.com offers volume discounts to customers based on the number of products that they buy; 10% is offered for purchases between 10 and 99 and 15% is offered for 100 and over. You want Microsoft CRM to automatically calculate the correct price when orders are entered. How should you implement this?

A. Create two price lists, one for each of the two ranges.
B. Create two additional price lists with the discounted prices for the two ranges.
C. Create additional unit groups for each product with the discounted prices.
D. Create one discount list that uses the two discount ranges.

Answer: D

QUESTION: 7
In speaking with potential customers, the Sales Manager notices that several key opportunities have been lost and discovers that the customers purchased products from a rival company. The Sales Manager asks you, the Sales Representative, to add information about the rival company and why each opportunity was lost to the CRM database. The Sales Manager wants the information to be available to other sales representatives when they deal with these customers. How should you do this?

A. Add the rival company as a new account, link this account to each customer's account using a relationship role and add a note against each customer's account together with a description of why the opportunity was lost.

B. Add the rival company as a new competitor, reopen the lost opportunities, add the new competitor record to each one of the lost opportunities and close each opportunity with a description of why it was lost.
C. Add the rival company as a new competitor and add a note against this record with a description of why each opportunity was lost.
D. Add a note against each customer detailing the rival company and why the opportunity was lost.

Answer: B

QUESTION: 8
The Vice President of Marketing wants to know how effective a campaign has been in generating interest in the company products and the forecast opportunity revenue. Which action should be taken?

A. Run a Campaign Performance Report.
B. Open the campaign and review the financials tab.
C. Use Advanced Find to search for and examine campaign responses.
D. Review the list of open opportunities.

Answer: A

QUESTION: 9
A user complains that the Marketing group does not appear in the Workplace. You discover that the user is using the Microsoft CRM laptop client for Outlook when offline. You need to make sure that the user can see the Marketing group in their Workplace. What should you do?

A. Make sure that the user has selected Marketing in Personal Options.
B. Give the user access to the Marketing module using System Settings.
C. Advise the user that the Marketing module is unavailable in the Microsoft CRM laptop client for Outlook.
D. Instruct the user to go online.

Answer: A

QUESTION: 10
In speaking with potential customers, the Sales Manager notices that several key opportunities have been lost and discovers that the customers purchased products from a rival company. The Sales Manager asks you, the Sales Representative, to add information about the rival company and why each opportunity was lost to the CRM database. The Sales

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