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QUESTION 31
Which event can you configure to trigger an alert?

A.   a downloaded file
B.   an overdue task
C.   an expired contract
D.   a deleted note

Answer: D

QUESTION 32
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

QUESTION 33
You generate a Microsoft SQL Server Reporting Services (SSRS) report in Microsoft Dynamics Marketing.
You plan to export the report.
Which two file types can you export the report as? Each correct answer presents a complete solution.

A.   XML file
B.   Microsoft Excel workbook
C.   PDF file
D.   Microsoft Word document

Answer: AC

QUESTION 34
You are using the Scheduler to configure campaign automation.
What does the Number of Days setting control?

A.   the number of days between activity recurrences
B.   the frequency at which the campaign retries an activity until it succeeds
C.   the number of days to wait before activating the campaign
D.   the number of days to wait before performing the activity that follows the Scheduler

Answer: C

QUESTION 35
You plan to add a Power BI widget to your Microsoft Dynamics Marketing home page.
Where can you store the workbook for the widget?

A.   Microsoft Dynamics CRM
B.   File Manager
C.   a Microsoft SharePoint document library
D.   a local instance of Microsoft SQL Server

Answer: B

QUESTION 36
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

QUESTION 37
You open an automated marketing campaign that is scheduled to begin immediately, and click the Activate button.
When will the first campaign activity run?

A.   as soon as the campaign is approved
B.   immediately
C.   after the first activity passes validation
D.   after all the activities pass validation

Answer: D

QUESTION 38
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

QUESTION 39
How can media plans be associated with jobs?

A.   A media plan can link to only one job at the header and the item level.
B.   A media plan can link to different jobs at the header level and the item level.
C.   A media plan can link only from the items to one job.
D.   A media plan can link only from the header to one job.

Answer: A

QUESTION 40
Which two fields can you update for multiple media plan items at the same time? Each correct answer presents a complete solution.

A.   Description
B.   Rate
C.   Rate Type
D.   Vendor

Answer: AD

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