



MB2-704^{Q&As}

Microsoft Dynamics CRM Application

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QUESTION 1

You implement Microsoft Social Listening and connect it to your Microsoft Dynamics CRM organization. In which two locations within Dynamics CRM can you access social insights information? Each correct answer presents a complete solution. Choose two.

- A. Dashboards
- B. Advanced find
- C. Reports
- D. Entity forms

Correct Answer: AD

QUESTION 2

You plan to bulk import new case records.

You do not want the service level agreement (SLA) to apply to the new cases.

What should you do?

- A. Set the Disable the SLAs system option.
- B. Pause all SLAs.
- C. Set the Ignore SLAs import option.
- D. Deactivate all SLAs.

Correct Answer: D

QUESTION 3

A customer calls to request a quote for a product.

You need to log the call and create an opportunity for the potential sale.

What should you do?

- A. Create a lead, and qualify it to create an opportunity.
- B. Create an account and an opportunity.
- C. Create a phone call, and convert it to an opportunity.
- D. Create a connection, and convert it to an opportunity.

Correct Answer: C



QUESTION 4

You want to use Microsoft Dynamics CRM to compile a repository of competitor information for your sales team.

You create a competitor record and enter your competitor's strengths and weaknesses.

Which two items can you directly associate with the competitor? Each correct answer presents a complete solution. Choose two.

- A. Sales literature
- B. Price lists
- C. Accounts
- D. Products

Correct Answer: AD

QUESTION 5

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

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