- **Vendor:** Microsoft
- **Exam Code:** MB-210
- **Exam Name:** Microsoft Dynamics 365 for Sales
- **New Updated Questions from Braindump2go (Updated in Oct./2020)**

QUESTION 136
Case Study 2 - Bellows College
Background
Bellows College has several sports teams. Sporting events take place throughout the year. Processes for managing and selling tickets to events are very outdated. The college uses Microsoft Excel to track who has paid for each private box seat for each season. The college uses a paper-based system to manage individual ticket sales. Bellows often loses money on ticket sales due to lack of accurate purchasing information.
The college currently does not support ticket sales on the day of a sporting event. All tickets must be purchased in advance.
Bellows College plans to streamline processes for selling tickets to sporting events. The organization needs an updated system that will support internal sales people and track all ticket sales for a season.
Sales team
Bellows College has inside phone sales representatives and regional sales representatives that are assigned to specific sales territories. Inside phones sales representatives primarily handle individual cash or credit card ticket sales.
Regional sales representatives primarily handle group and private box sales. Phone inquiries for group and private box sales are entered into the system and assigned to the appropriate regional representative.
Dynamics 365
Bellows College has purchased Microsoft Dynamics 365 Sales to help manage their ticket sales. You are hired to configure the system to meet the college's needs.
The college has identified the following requirements for the new system:
- Enforce repeatable steps to promote and increase efficiency and consistency for ticket sales across all sports and venues.
- Calculate sales margins based on base ticket prices with discounts for group and alumni sales.
- Maximize private box sales.
- Provide visibility into all potential and pending sales.
- Track and report follow up activities performed by all sales representatives.

Current processes
Ticket sales
Ticket sales are completed and displayed based on the college's fiscal year which begins July 1 and ends June 30.
Ticket sales for existing customers will be entered as new opportunities for tracking and reporting purposes. To facilitate timely follow-up (and sales representative accountability), a phone call activity will be auto-generated every time a new opportunity is created.
Ticket sales for new customers will be entered in the solution as leads. Leads will have the following statuses: Open, Qualified, and Disqualified. Status values cannot be customized. Status values cannot be customized. Status reasons can be customized.
Ticket prices
The standard ticket price for all sporting events is $50. Non-alumni ticket purchases are priced based on the standard rate. Alumni ticket purchases are priced at the current cost. This season the current cost is $35 per ticket. All sports are priced on a markup, except for football. Football is priced based on a hard profit. The college has the following markup and margin policies for the three categories of ticket purchasers:

Purchaser	Markup	Margin
Alumni	10 percent	5 percent
Student	0 percent	0 percent
Non-alumni	0 percent	12 percent

Ticket package discounts are available for group purchases. The following table shows pricing:

# of Tickets for Group	Discount price/ticket
Alumni – 10	$33
Alumni – 20	$31
Alumni > 20	$30
Non-alumni – 10	$48
Non-alumni – 20	$45
Non- alumni > 20	$43

Private box seats

Because of the limited number of private box seats, private box seats sell out quickly. These seats are offered to current renters first, then alumni. Remaining box seat tickets are made available to others from year to year. The dean of the college has expressed the desire to personally call the CEOs or primary decision makers of groups to thank them for renewing their private box rentals.

Private box sales for existing customers will be entered as opportunities and converted to orders when finalized. Private box and group sales for new customers will be entered as leads and will follow a standardized sales process. To support reporting, pending new customer sales will go through a verification process using the stages New, Pending Approval, Approved.

Requirements

Accounting

Budgets and taxes must be tracked over an annual accounting period. The name of the accounting period must be displayed based upon the July 1 date. The accounting period must support abbreviations and must be divisible into four quarters.

Invoices must include:

- Price List Products: Products tied to a price list
- Non-catalog Products: Existing products not part of the product catalog
- Opportunity Products: Products from a previously created opportunity
- Product prices on the invoice can be changed at the salesperson's discretion

System configuration

The system must be set up as follows:

- Individual cash and credit cards sales will be entered as orders in the system.
- New opportunities will automatically generate a required phone call activity for the assigned sales representative to be completed within 5 days. Valid outcomes of the call will be set to Connected, Left Message, and Wrong Number when closed.
- Non-renewals of private box rentals should be designated with the following outcomes for tracking and reporting purposes: Not interested, Budget cuts, No Longer in business, Other. If Other is chosen, the sales representative must provide additional information in the provided text box.

Tickets

The ticket manager must be able to create discounts for volume purchases of tickets for either groups or bundles of games.

The ticket manager must be able to calculate the best margins for ticket sales. They need to calculate prices as percentage of costs.

Reporting

The school's athletic director needs a fiscal year report that includes specific formatting based on a defined template.

The report must contain a chart that displays the type of ticket purchaser (alumni, non-alumni, and student).

All sales reporting must be completed by using Dynamics 365 for Sales. Bellows College has purchased the online version of the Sales Content Pack for BI to allow for visualizations and the creation of dashboards for ticket sales. The sales team needs to use a secured connection to access the Bellows College Power BI dashboard.
Sales team members need the following report types to meet reporting needs:

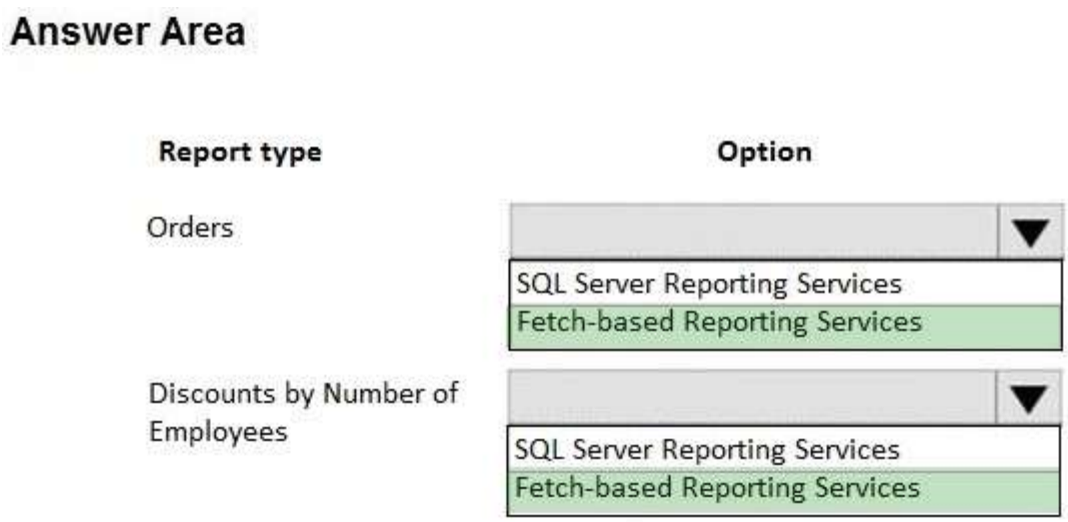
Report	Report description
Orders	Provides a view of ticket orders and line items.
Discounts by Number of Employees	Provides a custom report to display discounts provided based upon number of employees within a customer organization.
Standings Report	Provides a report hosted by a third party of current team standings.
Branding Report	Provides images of team logos and fonts. This report never changes.
Mobile Salesperson Report	Provides the ability to create PivotTables for mobile sales team members when connected to a network.

Problem statements
The sales manager is concerned with the lack of sales from one of the sales representatives in comparison to the other sales representatives. The legacy system does not provide enough data to allow the manager to give proper feedback or guidance.
The sales manager has received emails from a potential private box customer named Contoso, Ltd. confirming that they have not had any contact from any sales representative even though they are ready to purchase group tickets.
Hotspot Question
You need to create and configure access to the Orders report and the Discounts by Number of Employees report.
What should you use? To answer, select the appropriate options in the answer area.
NOTE: Each correct selection is worth one point.

Answer Area

Report type	Option
Orders	SQL Server Reporting Services Fetch-based Reporting Services
Discounts by Number of Employees	SQL Server Reporting Services Fetch-based Reporting Services

Answer:



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Drag and Drop Question
You need to configure accounting options.
Which options should you use? To answer, drag the appropriate options to the correct tasks. Each option may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.
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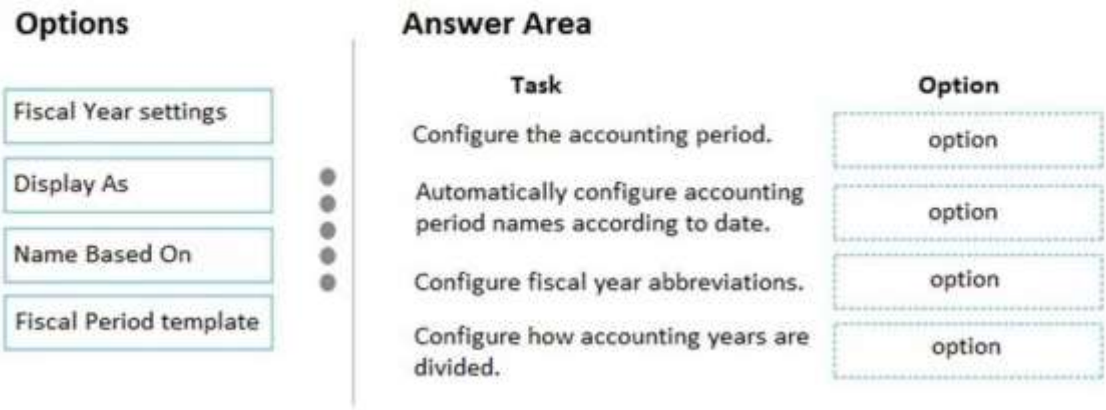

Answer:

Options **Answer Area**

Task	Option
Configure the accounting period.	Fiscal Year settings
Automatically configure accounting period names according to date.	Name Based On
Configure fiscal year abbreviations.	Display As
Configure how accounting years are divided.	Fiscal Period template

Explanation:
https://docs.microsoft.com/en-us/power-platform/admin/work-fiscal-year-settings

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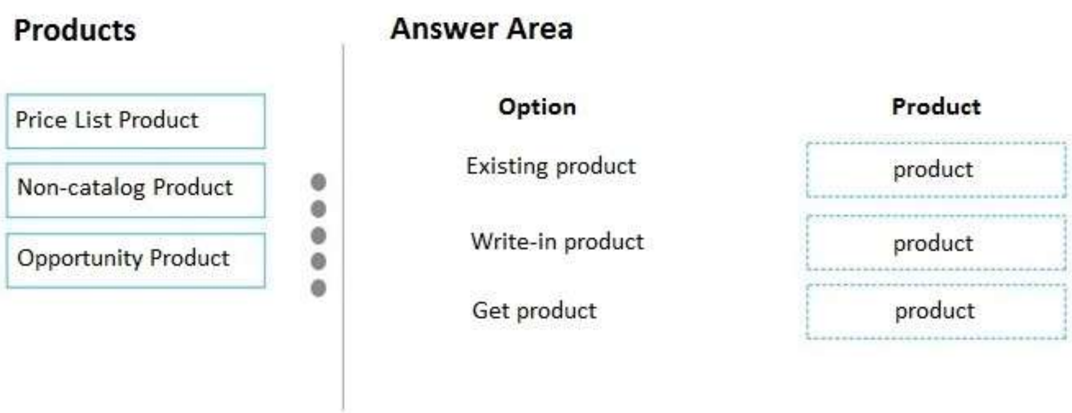
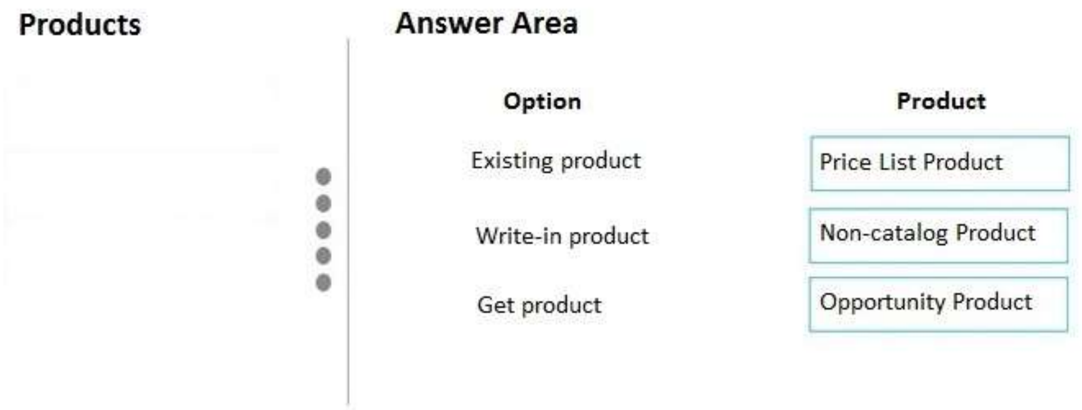
The sales manager has received emails from a potential private box customer named Contoso, Ltd. confirming that they have not had any contact from any sales representative even though they are ready to purchase group tickets.
Drag and Drop Question
You need to create invoices for all customers.
Which products should you use? To answer, select the appropriate options in the answer area.
NOTE: Each correct selection is worth one point.



Answer:



QUESTION 139
Case Study 3
Background
A company owns a group of theaters that stage live performances. Tickets to shows are sold by individual representatives by using a mobile app.
Each theater has a manager. The managers rotate between theaters every six months.
The company plans to implement Dynamics 365 Sales.
Current environment
The company uses the following pricing structure for tickets:

Quantity tickets per show	Pricing per ticket
Fewer than 10	$50.00
11 or more but fewer than 25	10 percent off ticket price
More than 26	15 percent off ticket price

Representatives create Microsoft Word documents to use as invoices. Pricing for tickets is often inconsistent. Ticket sales are often lost because customers go to other shows.
Requirements
Business cards
- The business card of every group sales customer must be scanned and the image saved with the contact record.
- A customer's business card must be scanned even if the customer has been to the theatre before.
- Business cards must show up on all contact forms.

Salespeople
- Each salesperson needs to sell a certain amount of tickets per month.
- The number of tickets each salesperson sells must be totalled only at the end of the month, before the monthly meeting between the salesperson and their manager.
- Salespeople must not be able to check the quantity sold in the system daily.

Opportunities
- The name of the sales manager must be added to opportunity records when sales representatives close opportunities.
- Opportunities that are lost must include the reasons **other show** and **not interested**.
- Some of the opportunities who order a large quantity of tickets every week want quotes quickly on various quantities. They want it broken down as follows:

- Price breakout by ticket
- Quantity discount amount
- Original ticket price

Orders
- Customers who buy a large quantity of tickets to a show must always get a quote first.
- Orders must always be created from the Quote record when it is a large purchase.
- Customers who buy a smaller quantity of tickets that do not have quotes must have an invoice sent to them.

Data Analysis
- Analyze email messages that pertain to ticket sales of the shows.

- Analyze relationships to help with potential sales of friends and coworkers for potential ticket buyers.
- Analyze accounts and assess the account representative's relationship with the customer to gauge the level of communication.

Visuals

A Tickets dashboard for all cashiers must be created that contains the following bar charts:

- all the tickets sold for each show
- all the tickets available for each show
- accounts that have purchased groups of 10 or more tickets
- purchased tickets by age groups

Shows

- Representatives must track which shows customers go to when they do not purchase the tickets to their shows. This information must be entered in the records.
- Every time a potential large sale is lost, the representative needs to ask the customer which show ticket was purchased instead of their show.
- Shows at other theatres must be updated on a monthly basis.
- Quantity discounts and bulk purchase for different shows must be consistent

Issues

- The Tickets dashboard has eight sections. The dashboard includes a line chart that displays data about age groups. The dashboard also has a chart that group ticket sales. The chart shows 10 or more tickets sold but is missing accounts that purchased more than 20 tickets.
- Cashiers report that they cannot see two specific area of the Tickets dashboard. Salespeople report that they can see all areas of the dashboard.
- Representative1 is unable to scan business cards.
- Some users do not see the business cards when using their desktop machines, but they see them from their tablets and mobile phones.
- There are no business card images in the system.
- Duplicate contacts are being created with business card scans.

You need to make the appropriate change to the system to ensure that statistics are correct in time for each manager/salesperson meeting.
What should you do?

A. Create a workflow for the Goals entity
B. In the Goals section of App Settings, select Actuals
C. In the Business Management section of Settings, configure Goal Metrics
D. In the Goals Settings section of App Settings, select Rollup recurrence

Answer: D
Explanation:
The number of tickets each salesperson sells must be totalled only at the end of the month, before the monthly meeting between the salesperson and their manager.
Salespeople must not be able to check the quantity sold in the system daily.

QUESTION 140
Case Study 3
Background
A company owns a group of theaters that stage live performances. Tickets to shows are sold by individual representatives by using a mobile app.
Each theater has a manager. The managers rotate between theaters every six months.
The company plans to implement Dynamics 365 Sales.
Current environment
The company uses the following pricing structure for tickets:

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Requirements

Business cards

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- Some users do not see the business cards when using their desktop machines, but they see them from their tablets and mobile phones.
- There are no business card images in the system.
- Duplicate contacts are being created with business card scans.

You need to determine the cause of the issue with desktop users and business cards.
What is the cause of the issue?

A. The field needs to be added to the form
B. Show image on the form is not selected in Form Properties
C. The users do not have the appropriate permissions
D. A business rule needs to be set up to show the field
E. The AI Builder Business Card control needs to be configured for the field on the form

Answer: B

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- Quantity discounts and bulk purchase for different shows must be consistent

Issues

- The Tickets dashboard has eight sections. The dashboard includes a line chart that displays data about age groups. The dashboard also has a chart that group ticket sales. The chart shows 10 or more tickets sold but is missing accounts that purchased more than 20 tickets.
- Cashiers report that they cannot see two specific area of the Tickets dashboard. Salespeople report that they can see all areas of the dashboard.
- Representative1 is unable to scan business cards.
- Some users do not see the business cards when using their desktop machines, but they see them from their tablets and mobile phones.
- There are no business card images in the system.
- Duplicate contacts are being created with business card scans.

You need to identify new customer pending sales.
What should you do?

A. Create status reasons in the solution and associate them with Open status
B. Add statuses for all the pending sales stages
C. Set all new leads to a default status of Qualified
D. Configure the solution to automatically convert leads to opportunities

Answer: A
Explanation:
To support reporting, pending new customer sales will go through a verification process using the stages New, Pending Approval, Approved.