

- **Vendor: Microsoft**
- **Exam Code: MB-220**
- **Exam Name: Microsoft Dynamics 365 for Marketing Exam**
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- **(Updated in [December/2021](#))**

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#### **QUESTION 94**

You are creating a multi-day conference event that is attended by attendees. The attendees will require hotel accommodations.

You need to block off rooms for single occupancy, double occupancy and suites at the hotel.

Which method should you use to accomplish your task?

- A. Create a hotel record and then a hotel room allocation record for each room type.
- B. Create a hotel record and then a single hotel room reservation record for all room types.
- C. Create a hotel record and then a single hotel room allocation record for all room types.
- D. Create a hotel record and then a hotel room reservation record for each room type.

**Answer: A**

**Explanation:**

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/invite-register-house-event-attendees>

#### **QUESTION 95**

You are a marketing professional for Contoso, Ltd.

You have set up a webinar event showcasing the new features of a new product. On the event record, you have set Allow anonymous registrations to Yes.

When you check the portal website, you notice that you must create a registration account to register for the event.

Why might the event require you to register anonymously, despite the setting above?

- A. Your portal is a site hosted externally.
- B. Your portal is a site hosted by Dynamics 365 Portals
- C. Your portal is Dynamics Native Portal.
- D. You must republish the event.

**Answer: A**

**Explanation:**

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-event-portal>

#### **QUESTION 96**

You are an event coordinator for Contoso, Ltd, and are creating a multi-day tradeshow event.

You need to set up an event team that will consist of Contoso, Ltd employees, vendors, partners and customers.

Which two kinds of records should you associate to the event team member? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

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- A. Customer
- B. User
- C. Contact
- D. Account

**Answer:** BC

**Explanation:**

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-event>

#### **QUESTION 97**

You are a functional consultant in the midst of configuring Dynamics 365 Marketing for an event.

Your manager gives you a list of sponsors and their items.

You need to record the information in the system.

What should you do?

- A. Create the sponsors in Accounts, and add their items in Equipment. Then, add the relationship into the event.
- B. Create the sponsors in Events Sponsorships. In Sponsorship Type, select Equipment and add their items as the details.
- C. Create the sponsors in Accounts, and add their items in Products. Then, add the relationship into the event.
- D. Create the sponsors in Events Sponsorships, and add their items in Sponsorships Articles.

**Answer:** B

**Explanation:**

<https://docs.microsoft.com/en-us/dynamics365/marketing/manage-event-sponsorships>

#### **QUESTION 98**

You are a Dynamics 365 functional consultant.

Your company hosts multiple events. Some of the event information can be standardized into an event template.

Which three settings can be used in a standard event template? Each correct answer presents a complete solution.

- A. Event passes
- B. Event payment
- C. Event sessions and speakers
- D. Event team members
- E. Event venues

**Answer:** ACE

**Explanation:**

<https://docs.microsoft.com/en-us/dynamics365/marketing/event-templates>

#### **QUESTION 99**

**Note:** This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

**After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.**

You are a marketer at Contoso Inc.

In the past month, the marketing department has been sending customer satisfaction surveys to customers whenever an opportunity is won. They have received over 4,500 responses.

You are analyzing the customer satisfaction survey, and do not see any results for the Net Promotor Score (NPS) question in the Satisfaction Metrics Report.

You want to see these results.

Solution: You add the NPS question as a metric in the survey results report.

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Does this solution meet the goal?

- A. Yes
- B. No

**Answer: B**

**Explanation:**

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics>

#### **QUESTION 100**

**Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.**

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You want to see these results.

Solution: You add the NPS question as a metric in the survey.

Does this solution meet the goal?

- A. Yes
- B. No

**Answer: A**

**Explanation:**

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics>

#### **QUESTION 101**

**Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.**

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You are analyzing the customer satisfaction survey, and do not see any results for the Net Promotor Score (NPS) question in the Satisfaction Metrics Report.

You want to see these results.

Solution: You refresh the satisfaction metrics report.

Does this solution meet the goal?

- A. Yes
- B. No

**Answer: B**

**Explanation:**

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics>

#### **QUESTION 102**

You are a marketer for Contoso Ltd. You plan to create a survey asking how much people like Contoso's products. You need to ask a series of single answer questions and have a rating scale for the answers, so the respondent can select a value from the scale to answer each question.

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Which type of question should you add to your survey?

- A. Net Promoter Score
- B. Rating
- C. Choice
- D. Likert

**Answer: D**

**Explanation:**

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/available-question-types>

#### **QUESTION 103**

You are the marketing manager at Contoso, Ltd. Your team has created a survey and sent it out through email for responses.

You would like to export the responses for further analysis. Which export file format should be used to complete this task?

- A. csv
- B. pdf
- C. xml
- D. docx

**Answer: A**

**Explanation:**

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/survey-report>

#### **QUESTION 104**

You are a marketing analyst at Contoso Ltd.

The marketing department would like you to provide survey responses from their Customer Success Survey from this past fiscal year. Approximately 6,500 responses were received. They would like each survey to be a single row, with the responses as a column for their analysis.

What should you do?

- A. Open the project in Dynamics 365 Customer Voice. Select the survey in the reports section, and select export all. The responses are downloaded in an Excel File.
- B. Use Advanced Find to query the CDS. Set the "Look For" to Dynamics 365 Customer Voice survey responses. Export to Excel.
- C. Use Advanced Find to query the CDS. Set the "Look For" to Dynamics 365 Customer Voice survey questions responses. Export to Excel.
- D. Open the project in Dynamics 365 Customer Voice. Select the survey in the reports section, and select export all. The responses are downloaded in a CSV File.

**Answer: D**

**Explanation:**

<https://docs.microsoft.com/en-us/dynamics365/customer-voice/survey-report>

#### **QUESTION 105**

You are the manager of Internet sales for your company.

You have been asked to create and distribute a post-purchase survey to both registered and guest customers purchasing on your site.

Which three things will be true about the distribution of your survey? (Choose three.) Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

- A. When distributing your Dynamics 365 for Marketing Survey, you may invite either anonymous or non-anonymous respondents.
- B. An optional invitation email, utilizing either a direct email or an email template, may be sent to

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each potential non-anonymous respondent.

- C. As an option, the design of your survey can include a limitation that restricts multiple completions by a single non-anonymous respondent.
- D. All respondents will receive the exactly same hyperlink to connect them to the survey that you are inviting them to complete.

**Answer:** ABC

**Explanation:**

<https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/distribute-survey>

#### QUESTION 106

You are creating a customer survey and you want to get good responses.

You need to analyze the responses to provide actions to best suit your organization.

Which three responses are considered best practice? (Choose three.) Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

- A. Define an objective for your survey so that you can ensure that all questions serve that objective.
- B. Make your surveys long so that you customers can get a chance to provide as much information as possible.
- C. Be sure to mention the estimated time to complete, along with a brief overview in your invitation.
- D. Previewing or testing your survey is unnecessary because your survey tool will automatically catch errors.
- E. Try to organize the survey in a way that groups all related questions together in sections.

**Answer:** ACE

**Explanation:**

<https://docs.microsoft.com/en-us/dynamics365/customer-engagement/voice-of-customer/plan-survey>

#### QUESTION 107

Drag and Drop Question

You have created an email message and believe that you are ready to go live. Before doing so, you want to Check for Errors in the designer.

Which items are optional or required in order to pass the error check test? To answer, drag each answer option on the left to the appropriate item on the right. Each answer 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 the content.

NOTE: Each correct selection is worth one point.

Item	Requirement	
Required	Subscription Center Link	<input type="text"/>
Optional	Sender's physical address	<input type="text"/>
	Subject Line (static or dynamic)	<input type="text"/>
	Dynamic message content	<input type="text"/>

**Answer:**

Item	Requirement
Required	Subscription Center Link
Optional	Sender's physical address
	Subject Line (static or dynamic)
	Dynamic message content

**Explanation:**

<https://docs.microsoft.com/en-us/dynamics365/marketing/email-check-golive>

**QUESTION 108**

Drag and Drop Question

You are a content creator and you often need to add dynamic content to your emails.

You need to be able to know which data source to use to add various types of content available using assist-edit.

Which data source should you use to add the content types listed? To answer, drag the appropriate data source to the appropriate content type. Each data source may be used once, more than once and not at all. You may need to drag the split bar between panes or scroll to view the content.

NOTE: Each correct selection is worth one point.

Data Source	Content Type
Contact[context]	You want to add a link for opening the email as a webpage.
Content settings[context]	You want to add the First Name for the email recipient.
Account	You want to add the customer name and phone number.
Event	
Marketing List	
Marketing Page	
Message[context]	
Survey	

**Answer:**



Data Source	Content Type	
Contact[context]	You want to add a link for opening the email as a webpage.	Message[context]
Content settings[context]	You want to add the First Name for the email recipient.	Contact[context]
Account	You want to add the customer name and phone number.	Contact[context]
Event		
Marketing List		
Marketing Page		
Message[context]		
Survey		

**Explanation:**

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/dynamic-email-content>

**QUESTION 109**

Drag and Drop Question

You are the administrator at Contoso, Ltd.

You need to create a marketing email to notify customers when a card has been abandoned on the company website. Which five actions in sequence are required to create an email that is ready to send? (Choose five.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Actions	Order
Go to Marketing Execution > Marketing emails and create a new email.	
Run an error check on your message and correct errors until your email is error-free.	
Add email-from name to address and reply-to address.	
Preview your message by using the Preview tab and by sending tests messages.	
On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".	
Design your message by using the drag-and-drop designer or HTML editor.	
Select Go-Live.	

**Answer:**

**Actions**

Add email-from name to address and reply-to address.

On the email's summary tab, mark the email's legal designation either "Commercial" or "Transactional".

**Order**

Go to Marketing Execution > Marketing emails and create a new email.

Design your message by using the drag-and-drop designer or HTML editor.

Run an error check on your message and correct errors until your email is error-free.

Preview your message by using the Preview tab and by sending tests messages.

Select Go-Live.

**Explanation:**

<https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-marketing-email>

**QUESTION 110**

Drag and Drop Question

Your boss has asked you to send out a simple email campaign using a Customer Journey.

Which four activities must you perform in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

**Activity**

Create a Market segment, assuring it is dynamic.

Create a customer journey, identifying a target segment.

Create an email design, including all required elements.

Publish the design by selecting "Go live".

Activate the customer journey by choosing "Go live".

Create a Landing page, including contact matching.

Set up lead scoring, ensuring correct conditions.

**Order**

**Answer:**



**Activity**

Create a Market segment, assuring it is dynamic.

Create a Landing page, including contact matching.

Set up lead scoring, ensuring correct conditions.

**Order**

Create an email design, including all required elements.

Publish the design by selecting "Go live".

Create a customer journey, identifying a target segment.

Activate the customer journey by choosing "Go live".