

Microsoft

Exam MB2-720

Functional Application in Microsoft Dynamics Marketing

Version: 6.0

[Total Questions: 90]

Question No:1

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 No: 2

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 No:3

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: A,D

Question No: 4

You need to associate a market segment with a specific advertising vendor.

What should you do?

- A. Create the market segment and add a campaign to it.
- **B.** Create a campaign and add the market segment to it.
- C. Create the market segment and add a media outlet to it.
- **D.** Create a media outlet and add the market segment to it.

Answer: B

Question No:5

You are creating a media outlet.

What type of media outlet can you create?

- A. booking
- **B.** advertisement
- C. campaign
- **D.** list

Answer: D

Question No: 6

You send a Request for Quote (RFQ) for two items to five vendors. All the vendors reply to the RFQ.

The lowest bids for the two items are provided by different vendors.

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How can you award the contract for each item in the RFQ to the lowest bidder?

- A. Create and award an RFQ response for each item to the lowest bidder for that item.
- **B.** Award each item to the lowest bidder for that item.
- C. Create and award a vendor quote for each item to the lowest bidder for that item.
- **D.** Award the RFQ to the two lowest bidders.

Answer: A

Question No:7

You are creating an item for Microsoft Dynamics Marketing to use when invoicing expenses that are not associated with items or services.

What should you do?

- **A.** Set the item type to Items/Services.
- B. Set the item as the default item.
- **C.** Restrict the item for use by your company.
- **D.** Set the item type to Standard Item.

Answer: C

Question No:8

You create a project estimate in Microsoft Dynamics Marketing and enter items in the estimate.

Which two records can you convert the estimate items to? Each correct answer presents a complete solution.

- A. Sales Order
- **B.** Client Quote
- C. Expense
- D. Vendor Quote

Answer: A,B

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Question No:9

What type of account should you use to track the costs of marketing supplies?

- A. Bank account
- B. Asset account
- C. Cost of Goods Sold account
- **D.** Expense account

Answer: D

Question No: 10

When does a Request for Quote (RRQ) become visible in the RFQ Responses list?

- A. when the RFQ is saved
- B. when the RFQ is created
- C. when the RFQ is submitted
- D. when the RFQ is sent to the vendor

Answer: D

Question No: 11

You spend one hour and 15 minutes working on a task. You need to enter the time on a time slip. What should you do?

- A. Enter the start time and end time.
- **B.** Enter the time as 1.25.
- **C.** Use the time picker to select the time worked.
- **D.** Enter the time as 1.15.

Answer: B

Question No: 12

A contact can no longer attend an event for which she has confirmed registration.

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How should you remove the contact from the event?

- **A.** Cancel the contact's event registration record.
- **B.** Cancel the contact's event response record.
- **C.** Delete the contact's event registration record.
- **D.** Delete the contact's event response record.

Answer: A

Question No: 13

You create an event venue in Microsoft Dynamics Marketing.

Which information can you add to the event venue?

- A. Tasks
- **B.** Sessions
- C. Files
- **D.** staff

Answer: A

Question No: 14

You create an event in Microsoft Dynamics Marketing, and add contacts from two lists to the event as attendees.

What happens if a contact is on both lists?

- **A.** The attendance list includes one entry for the contact created from the first list imported.
- **B.** The attendance list includes two entries for the contact.
- **C.** The attendance list does not include the contact.
- **D.** The attendance list includes one entry for the contact created from the second list imported.

Answer: B