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.

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

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.

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