



**Free Questions for MB-260 by dumpshq**

**Shared by Emerson on 06-06-2022**

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# Question 1

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## Question Type: MultipleChoice

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You are a Customer Data Platform Specialist. You are implementing a scheduled refresh in audience insights.

Which two statements are correct when describing scheduled refreshes? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

### Options:

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- A-** To exclude a segment from a scheduled refresh, you must deactivate it before the scheduled refresh run.
- B-** Scheduled refresh is not available in trial environments and can only be configured for production instances.
- C-** The refresh schedule can be applied to selected data sources or specific entities within these data sources.
- D-** When you configure a refresh schedule to run daily, you must define the time zone and time when the refresh needs to run.

### Answer:

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A, D

### Explanation:

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<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/segments?tabs=b2c>

<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/system#schedule-tab>

## Question 2

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**Question Type:** MultipleChoice

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You are a Customer Data Platform Specialist. You are reviewing the system status. You notice that an insights refresh process shows a "skipped" status.

Which system process type should you review to find the step that is blocking the insights refresh from starting?

### Options:

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A- Segments

B- Search

C- Enrichments

D- Activities

**Answer:**

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A

**Explanation:**

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<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/system>

## Question 3

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**Question Type: MultipleChoice**

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You are a Customer Data Platform Specialist. You already have a few existing production environments for audience insights. You were given a new production environment.

Which two statements are correct about creating a new production environment when other environments already exist? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

**Options:**

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- A- Data source credentials can be copied from an existing environment to a new production environment.
- B- You must log out of one environment to access new environments that are on the same tenant.
- C- When you create a new production environment, you can choose to copy the configuration from an existing environment.
- D- You can select the Environment control in the upper-right corner of the page to change environments.

**Answer:**

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C, D

**Explanation:**

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<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/manage-environments>

## Question 4

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**Question Type: MultipleChoice**

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You are a Customer Data Platform Specialist. Your company uses both audience insights and Dynamics 365 Sales. To enhance the customer information within Dynamics 365, you asked the Dynamics 365 administrators to add the audience insights timeline as a Customer Card add-in control on the contact form.

The Dynamics 365 administrators asked you to update the company's Dynamics 365 user guide and explain how users can use the timeline.

Which action can users perform within the added customer card add-in timeline in Dynamics 365?

**Options:**

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- A- Filter the activities on the timeline.
- B- Delete the activity from the timeline.
- C- Edit the activity from the timeline.
- D- Open the activity from the timeline.
- E- Sort the activities on the timeline.

**Answer:**

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A

**Explanation:**

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<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/activities>

## Question 5

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### Question Type: MultipleChoice

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You are a Customer Data Platform Specialist. You successfully installed the Customer Card Add-in and the required add-in control in Dynamics 365 Sales app. You need to show customer enrichment data from audience insights in the Dynamics 365 Sales application.

Which two statements must be true for you to show the required data on a Customer Card Add-in control? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

### Options:

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- A- Customer details control is successfully installed and added to the Contact form.
- B- Active enrichment is applied to customer profiles.
- C- Contacts from Dynamics 365 Sales are included in the audience insights unification process.
- D- Measure Control is successfully installed and added to the Contact form.

### Answer:

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B, C

## Explanation:

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<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/customer-card-add-in>

## Question 6

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### Question Type: MultipleChoice

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You are a Customer Data Platform Specialist. Some of the data your company stores need to adhere to strict organization compliance and security when establishing connections and exports. Your information technology department tells you that you must use a dedicated Azure key vault with your audience insights environment to help the organization meet its compliance requirements. The dedicated key vault will be used to stage and use secrets in an organization's compliance boundary.

Which two statements are true about using audience insights and Azure Key Vault to store the secrets for each of the connections set up?

NOTE: Each correct selection is worth one point.

## Options:

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- A- You must have administrator role in audience insights.
- B- The key vault must have Key Vault firewall enabled.
- C- The key vault is in the same Azure location as the audience insights environment.
- D- Audience insights can write secrets or overwrite secrets into the key vault.

**Answer:**

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A, C

**Explanation:**

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<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/use-azure-key-vault>

## Question 7

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**Question Type:** MultipleChoice

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You are a Customer Data Platform Specialist. You completed an initial implementation of audience insights. The marketing team wants to send a survey to customers. The survey will determine their interest in several new services that your company may begin offering.

The marketing team will use a new survey website that can provide the results in a format that allows you to perform a custom SFTP import without going through the data unification process.

How can you display the levels of interest a customer has in each new service to users in Dynamics 365 Sales?

### Options:

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- A- Configure an export to Dynamics 365 Sales, and add the fields to the contact form.
- B- Enable the Customer Card Add-in. and add the timeline control to the contact form.
- C- Create a Power BI report that queries the activity timeline, and embed it on the contact form.
- D- Enable the Customer Card Add-in. and add the enrichment control to the contact form.

### Answer:

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D

### Explanation:

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<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/customer-card-add-in>

<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/enrichment-sftp-custom-import>

## Question 8

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**Question Type:** MultipleChoice

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You are a Customer Data Platform Specialist. The primary audience for your instance of audience insights is business accounts. You need to show audience insights data to Dynamics 365 Sales users without updating data in Dataverse.

Which Customer Card Add-in controls requires you to create semantic entity mapping before you can use it?

### Options:

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- A- Contacts control
- B- Intelligence control
- C- Customer details control
- D- Enrichments control

### Answer:

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A

### Explanation:

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## Question 9

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### Question Type: MultipleChoice

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You are a Customer Data Platform Specialist. Your company has audience insights set up as their Customer Data Platform solution. You transferred the management of the platform to a contractor. You want the contractor to manage the existing connections without having administrator access.

Which two statements are correct about allowing contributors to use a connection for exports? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

### Options:

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- A- Contributors will be able to use the connection if you select them in the 'choose who can use this connection' screen.
- B- Contributors will see shared connections and can manage every export that uses this specific connection.
- C- Contributors will have their exports removed if their permissions are changed.

**D-** Contributors will be able to view or edit the connection after being given permission to use the connection.

**Answer:**

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A, B

**Explanation:**

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<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/connections>

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