



Free Questions for MB-260

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# Question 1

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Question Type: MultipleChoice

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Case Study: Mix Questions

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## Mix Questions

### MB-260 Mix Questions IN THIS CASE STUDY

You consult for an organization that is implementing Dynamics 365 Customer Insights for the first time.

You are creating training materials for the organization and need to create a glossary of terms.

Which definition should you add to the glossary?

#### Options:

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- A- Tables - a configurable structure that forms the basis of the forms that compose the user interface of Dynamics 365 Customer Insights.
- B- Exports \* a feature that allows ingestion of data from a wide variety of data sources external to the application.
- C- Activities - a feature that enables a user to define actions or events performed by customers or business contacts in ingested data.
- D- Predictions - a feature that predicts possible relationships between different tables you have ingested.

#### Answer:

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D

# Question 2

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Question Type: MultipleChoice

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Case Study: Mix Questions

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## Mix Questions

### MB-260 Mix Questions IN THIS CASE STUDY

Your company wants to create a segment to identify the customers who are more likely to purchase the three most-recommended products from the out-of-the-box product recommendations model.

Before defining this segment, you need to first configure and run the product recommendations model.

Which point should you consider when configuring the product recommendation model?

### Options:

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- A- Product recommendations models can only be created and configured by users with admin permissions.
- B- You have the option to include products in the recommendation that your customers have purchased before.
- C- The number of products recommended is automatically chosen based on the number of products in the input data.
- D- Product recommendation models can only be manually executed by users with contributor or admin permissions.

### Answer:

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D

## Question 3

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Question Type: MultipleChoice

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Case Study: Mix Questions

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## Mix Questions

### MB-260 Mix Questions IN THIS CASE STUDY

You are a Customer Data Platform Specialist. You completed unification and are looking to create relevant segments for your business. You want to identify insights on fields that overlap between segments.

Which statement is correct about using segment overlap?

### Options:

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- A- Audience insights will recommend which fields may be the most insightful to use for segment overlap analysis.
- B- You can select up to three fields to analyze for overlap analysis when you create a new segment overlap.
- C- Audience insights will automatically select the fields for overlap analysis when you create a

new segment overlap.

D- You can select one or more fields to analyze for overlap analysis when you create a new segment overlap.

Answer:

D

Explanation:

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



## Question 4

Question Type: OrderList

Case Study: Mix Questions

### Mix Questions

#### MB-260 Mix Questions IN THIS CASE STUDY

You are a Dynamics 365 Customer Insights system administrator for a university. The university is closed on the weekends, and the system refresh schedule is set to only run on days that the university is open.

To shorten the daily refresh, you notice that some measures could only be refreshed weekly and only need to be available at the beginning of the week.

You need to create custom refresh schedules for these measures.

Which five actions should 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.

Actions	Order
Select <b>Schedule</b> .	
In the schedule settings, select <b>Sunday</b> as the specific day.	
Go to <b>Schedule</b> in the system settings and select <b>Edit measure refresh settings</b> .	
Go to <b>Measures</b> and select the measures you want to schedule.	
In the schedule settings, set the <b>Recurrence</b> to Weekly.	
In the schedule settings, select <b>Monday</b> as the specific day.	
Select <b>Save</b> .	

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### Answer:

Go to Schedule in the system settings...Go to schedule settings, set the Recurrence to... In the Schedule settings, select Monday... Select Save.

## Question 5

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Question Type: MultipleChoice

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Case Study: Mix Questions

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### Mix Questions

MB-260 Mix Questions IN THIS CASE STUDY

You are a Customer Data Platform Specialist. Your organization recently implemented audience insights. You need to create a measure using the 'Average Transaction Value' template to track the average spent by a customer.

As part of the process of creating the measure, you need to add data and map it to the data from the Unified Activity entity.

When you are setting up the measure, which two steps should you perform to complete this task? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

### Options:

- A- Choose the attribute representing the Transaction value from the Unified Customer entity.
- B- Choose the attribute representing the Transaction value from the Unified Activity entity.
- C- Choose an activity type and select the entity with transactional data.
- D- Choose either the Account or Contact entity to get the related transactional data.

### Answer:

B, C

### Explanation:

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

## Question 6

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Question Type: MultipleChoice

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Case Study: Mix Questions

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### Mix Questions

#### MB-260 Mix Questions IN THIS CASE STUDY

You are a Customer Data Platform Specialist. You are configuring a workflow for a custom model using an Azure Machine Learning batch pipeline. Configuring this type of model requires different parameters than Machine Learning Studio (Classic) models.

Which two configuration parameters are required specifically for Azure Machine Learning batch pipelines? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

#### Options:

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- A- Output data store path
- B- Output data store parameter name
- C- Web service that contains your model
- D- Entity name

#### Answer:

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B, D

#### Explanation:

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

## Question 7

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Question Type: MultipleChoice

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Case Study: Mix Questions

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# Mix Questions

## MB-260 Mix Questions IN THIS CASE STUDY

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.

You are a Customer Data Platform Specialist. Your company's information technology department (IT) has a CSV file stored on one of their Shared Documents folders within their SharePoint sites which they have ingested into audience insights. The file contains a row header with some special characters, columns of different types (quantities, prices, etc.), and some rows with a high proportion of nulls and missing primary keys. You have been asked to clean and transform the data in audience insights to be ready for unification.

What should you do?

Solution: Clean the data by removing any rows where the primary key is missing, delete any leading or trailing zeros on the primary key, and name the query. Click "Next" and your data is now ready for unification.

Does this meet the goal?

Options:

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A- Yes

B- No

Answer:

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B

Explanation:

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

## Question 8

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Question Type: MultipleChoice

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Case Study: Mix Questions

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## Mix Questions

### MB-260 Mix Questions IN THIS CASE STUDY

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 9

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**Question Type:** MultipleChoice

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**Case Study:** Mix Questions

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## Mix Questions

### MB-260 Mix Questions IN THIS CASE STUDY



You are a Customer Data Platform Specialist. You created several customer segments. You want to identify differences between the segments that you created.

Which two statements are correct about using segment differentiations? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

### Options:

- A- The higher the difference score, the more the attributes differ between the two segments.
- B- You can compare a segment with the rest of your unified profiles or with another segment.
- C- You can only compare one segment with another segment.
- D- The lower the difference score, the more the attributes differ between the two segments.

### Answer:

A, B

### Explanation:

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

## Question 10

Question Type: MultipleChoice

Case Study: Mix Questions

## Mix Questions

### MB-260 Mix Questions IN THIS CASE STUDY

You are starting an implementation of Dynamics 365 Customer Insights - Dat

a. For the initial setup, you ingest the Contact table and the Lead table from Dynamics 365 Sales and use them in unification.

You need to review the results after completing the first unification run.

Which three results will you be able to review? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

Options:

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- A- Duplicate records
- B- Unified customer fields
- C- Lead Conversion IDs
- D- Searchable attributes and Indexed fields
- E- Source fields

Answer:

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A, B, E



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