



Free Questions for MB-260

Shared by Ray on 12-12-2023

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## Question 1

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> .	

Navigation icons: Right arrow, Left arrow, Up arrow, Down arrow.

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 2

Question Type: MultipleChoice

Case Study: Mix Questions

### Mix Questions

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

You need to export all the data in Dynamics 365 Customer Insights - Data to Microsoft Azure Blob

Storage. This includes metadata and schemas.

What should you do?

Options:

- A- Query the REST API with custom code.
- B- Configure a segment export.
- C- Attach a Microsoft Dataverse environment.
- D- Configure a data-out export.

Answer:

D



## Question 3

Question Type: DragDrop

Case Study: Mix Questions

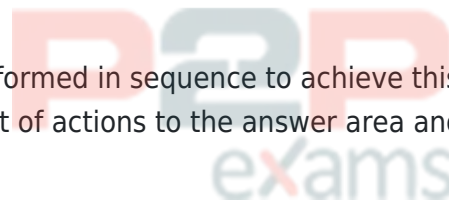
## Mix Questions

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

You are a Customer Data Platform Specialist. Your organization is using the Dynamics 365 Customer Insights as the Customer Data Platform.

Your marketing team wants to explore the suggested segments feature and create a segment based on measures.

Which four steps should be performed in sequence to achieve this goal? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.



**Steps**

- Create a copy of the newly created suggestion in Segments.
- Choose a measure as the influencing attribute.
- Choose a measure as the primary attribute.
- Select the influencing attributes and save.
- Save the generated suggestion as a segment.
- Get new suggestions from the Suggestions (preview) tab in Segments.

**Order**

Answer:

See the Answer in the Premium Version!

Explanation:

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

## Question 4

**Question Type:** OrderList

**Case Study:** Mix Questions

### Mix Questions

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

You are the administrator for a new Dynamics 365 Customer Insights environment at your organization.

You need to set up the Search & filter index for the first time.

What three 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.

Action	Order
Select <b>Save and close</b> .	
Go to <b>Customers</b> , select <b>Search &amp; filter index</b> and then + <b>Add</b> .	
Go to <b>Unify</b> , select <b>Search &amp; filter index</b> and then + <b>New</b> .	⤴
Select the attributes in the list you want to add as indexed fields and select <b>Apply</b> .	⤵
Select <b>Run</b> .	

Answer:

Go to Unify, select Search & filter index... Select the attributes in the list you want... Select Run

## Question 5

Question Type: MultipleChoice

Case Study: Mix Questions

## Mix Questions

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

You need to unify the different data sources within Microsoft Dynamics 365 Customer Insights through the data unification process.

After you selected Create customer profiles on the Review step, you notice that you still need to rename a customer field.

What is the fastest way to perform the correction?

Options:

- A- View the details of the running job and cancel the job. Rename the field and run the unification process again.
- B- Wait for the process to finish. Refresh the page, then rename the field and run the unification process again
- C- While the unification process is running, separate and recombine the Customer field. Rename it and run the unification process again.
- D- Rename the field while the unification is in Refreshing status. Changes are still recorded during the current process.

Answer:

D

## 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 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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A, B

#### Explanation:

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

## 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

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:

- 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:

D

## Question 8

Question Type: MultipleChoice

Case Study: Mix Questions

## Mix Questions

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

You are a Customer Data Platform Specialist. You are creating a new measure for business accounts (B2B) in audience insights.

One of the requirements for the new business-level measure is to add a dimension of the city for each business account.

What is needed to ensure that this measure is created as a business-level measure instead of a customer-level measure?

### Options:

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- A- Use the default 'CustomerID\*' dimension when creating the measure.
- B- Use the default 'AccountID' dimension when creating the measure.
- C- Remove the default 'AccountID' dimension when creating the measure.
- D- Remove the default 'CustomerID\*' dimension when creating the measure.

### Answer:

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D

### Explanation:

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<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/measures?tabs=b2b>

## 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

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.

A company's IT department has a CSV file stored on one of their Shared Documents folders within their Microsoft SharePoint sites. The data from the CSV file is ingested into Dynamics 365 Customer Insights - Data.

The file contains a row header and columns of different types, such as quantities and prices. The file also contains some rows with a high proportion of nulls.

You need to clean and transform the data in Customer Insights - Data to be ready for unification.

Solution: Remove any rows where the primary key is missing, delete any leading or trailing zeros on the primary key, and name the query. Select 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

## Question 10

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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. 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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<https://docs.microsoft.com/en-us/dynamics365/customer-ins>

## Question 11

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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 information technology (IT) team created the customer profile records by unifying the Account, Contact, and Web Account tables. After unification was complete, the team noticed that three relationships were created automatically (CustomerToContact, CustomerToAccount and CustomerToWebAccount). The team needs to know how they can configure and update these three relationships.

What feedback should you provide?

#### Options:

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- A- Relationships created via the unification process can be edited by those with contributor-level access.
- B- You can edit each of the three relationships by clicking into the Relationship tab and selecting edit.
- C- You cannot edit any of the three relationships, as they are non-editable system relationships.
- D- Relationships created via the unification process can only be edited by those with administrator-level access.

#### Answer:

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C

#### Explanation:

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

## Question 12

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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 configured two segments:

1. A segment to find customers who frequently purchase one type of product
2. A segment to find customers who frequently purchase a different type of product

You need to understand what attributes differ between these two groups of customers.

What can you configure Microsoft Dynamics 365 Customer Insights to do with a segment differentiator analysis? Each correct answer presents part of the solution.

NOTE; Each correct selection is worth one point.

#### Options:

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- A- Analyze predictions and enrichments.
- B- Analyze a segment compared to all customers.
- C- Analyze customer fields and measures.
- D- Ignore difference scores lower than a set threshold

#### Answer:

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B, C



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