



Free Questions for MB-260 by vceexamstest

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Question 1

Question Type: MultipleChoice

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.

You are implementing Microsoft Dynamics 365 Customer Insights as your company's Customer Data Platform.

The initial dataset tables contain contacts from Dynamics 365 Sales, eCommerce customers, and service management platform incidents.

In your first unification run, you set Dynamics 365 as the primary table but only see eCommerce profiles that were able to be matched with Dynamics 365 contacts.

You need to ensure that unmatched eCommerce customers are also added as a profile in Dynamics 365 Customer Insights.

Solution: Configure the eCommerce table above the Dynamics 365 table in the Source Fields step.

Does this meet the goal?

Options:

A- Yes

B- No

Answer:

A

Question 2

Question Type: MultipleChoice

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 3

Question Type: MultipleChoice

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:

- 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:

D

Question 4

Question Type: MultipleChoice

Your data analytics team wants to create a custom machine learning model to predict whether a customer will purchase a particular product.

You need to explain what is required for integrating a custom model with Microsoft Dynamics 365 Customer Insights. Which two requirements should you tell them? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

Options:

- A-** You need Owner or User Access Administrator permissions to the Microsoft Azure Machine Learning Workspace to use batch pipelines.
- B-** You need a Microsoft Azure Data Lake Gen2 storage account associated with the Azure Machine Learning Studio instance.
- C-** You need a model that returns at least one numeric output parameter for Dynamics 365 Customer Insights to implement predictions.
- D-** You can only deploy and manage the model through the Dynamics 365 Customer Insights admin user interface.

Answer:

C, D

Question 5

Question Type: MultipleChoice

You are configuring data unification for a new Microsoft Dynamics 365 Customer Insights implementation. Individual consumers are the primary target audience.

You define several match rules that include address data and other personal identifiers. These match rules did not perform as well as expected in your first unification run.

You need to improve the match results before your marketing team starts using the system.

Which two data enrichments should you consider implementing to improve the match results? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

Options:

- A- Enhanced addresses provided by Microsoft
- B- Identity provided by LiveRamp AbihTec
- C- Enhanced company data provided by Microsoft
- D- Azure Maps provided by Microsoft

Answer:

A, B

Question 6

Question Type: MultipleChoice

You are implementing a scheduled refresh in Microsoft Dynamics 365 Customer Insights.

You need to describe scheduled refreshes to your colleague.

Which two statements should you convey? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

Options:

- A-** Scheduled refresh is unavailable in trial environments and can only be configured for production instances.
- B-** To exclude a segment from a scheduled refresh, you must deactivate it before the scheduled refresh run.
- C-** When you configure a refresh schedule to run dairy, you must define the time zone and time when the refresh needs to run.
- D-** The refresh schedule can be applied to selected data sources or specific tables within these data sources.

Answer:

C, D

Question 7

Question Type: MultipleChoice

The loyalty operations lead at your organization wants a filter to be added on the attribute Loyalty Tiers, which is available on Customer profiles in your Dynamics 365 Customer Insights environment.

The Loyalty tiers, in order of increasing loyalty status, are: Non-member, Bronze, Silver, Gold, Platinum.

Most customers are in the lowest tier of the program, non-member, and then progressively fewer customers are in each subsequent tier.

You need to create a filter to sort the options as closely as possible to increasing loyalty status.

What should you select for Sort options by in the filter pane?

Options:

A- Frequency: Highest to Lowest

B- Value: Z to A

C- Group options by: Frequency

D- Value: A to Z

Answer:

D

Question 8

Question Type: MultipleChoice

Your organizations IT team created the customer profile records by unifying the Account, Contact, and Web Account tables. After unification was completed, the team noticed that three relationships were created automatically.

1. CustomerToContact
2. CustomerToAccount
3. CustomerToWebAccount

You need to advise the team about how they can configure and update these three relationships.

What should you recommend?

Options:

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

Answer:

D

Question 9

Question Type: MultipleChoice

You are implementing Microsoft Dynamics 365 Customer Insights as the company's Customer Data Platform. You set up the data sources and start the unification process.

You need to identify the primary table within the Matching conditions page.

Which two criteria should you use to determine the primary table? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

Options:

- A-** Choose the table that has several attributes in common with other tables.
- B-** Choose the table that has the most related tables.
- C-** Choose the Dynamics 365 contact table when this is available as the data source.
- D-** Choose the table with the most complete and reliable profile data about your customers.

Answer:

A, D

Question 10

Question Type: MultipleChoice

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 11

Question Type: MultipleChoice

You are implementing Microsoft Dynamics 365 Customer Insights at a bank. After going through the unification process, you notice that customer profile cards appear nameless.

You need to resolve this problem and add the full name to the customer profile cards.

What should you do?

Options:

- A- Within the 'Select source fields' stage, map at least one field to the semantic type *Person.FullName*.
- B- Within the 'Select source fields' state, add a custom semantic type for 'Person.FullName'
- C- Within the 'Unify customer fields' stage, adjust the order for the 'Fullname ' field, where the first option is always filled.
- D- Within the 'Unify customer fields' stage, combine different name field into the 'Fullname' field.

Answer:

B

Question 12

Question Type: MultipleChoice

Your organization is using Microsoft Power Query when connecting to data sources in Microsoft Dynamics 365 Customer Insights. You loaded eCommerce profiles to Dynamics 365 Customer Insights. The table contains a lastupdated field that is loaded as a text field instead of a date field.

You need to fix the column format.

Which two actions should you perform? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

Options:

- A-** In Power Query, edit the queries dialog, and select the lastupdated column, select the Transform tab, change Data Type to Date, and select Save
- B-** In Dynamics 365 Customer Insights, select and edit the eCommerce profiles data source to open the Power Query * Edit queries dialog.
- C-** In Dynamics 365 Customer Insights, select and edit eCommerce profiles' data source, select the lastupdated column, select the Transform tab to change Data Type to Date, and select Save

D- In Dynamics 365 Customer Insights, select and edit the eCommerce profiles table to open the Power Query * Edit queries dialog.

Answer:

C, D

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