DBCLOUD
EXAMS

QUESTIONS & ANSWERS

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Technology Provider: Microsoft
Exam: Microsoft Dynamics 365 Fundamentals Customer Engagement Apps (CRM)
Number of questions in the database: 209
Exam Version: NOV.2026

Topic 1 - Single Topic

Question #1*Topic 1*

Which two components are included in Dynamics 365 Marketing? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

- A. Customer Voice survey
- B. Customer Service Hub
- C. Enterprise Asset Management
- D. Event management

Correct Answer: *AD*
Reference:
https://docs.microsoft.com/en-gb/dynamics365/marketing/overview

Respuesta por mayor votación de la comunidad

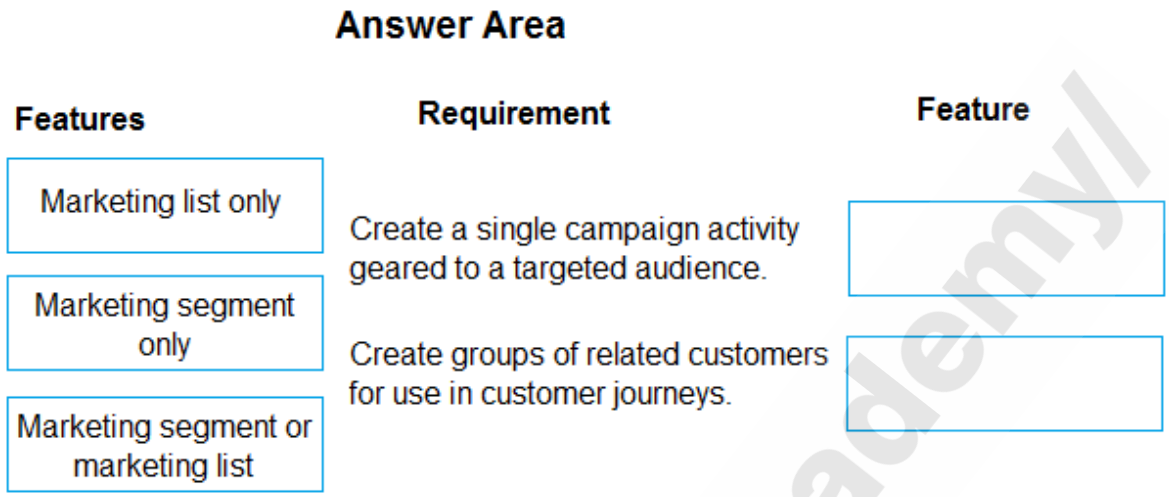
AD (100%)

Question #2*Topic 1*

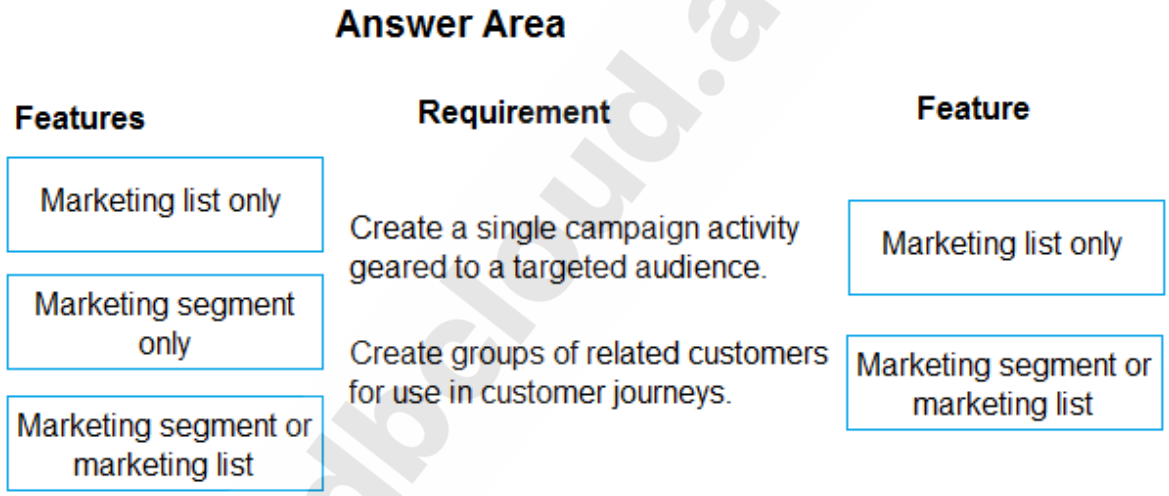
DRAG DROP -
A company uses Dynamics 365 Marketing.
Marketing team members must be able to group related customers for campaigns, market research, and surveys.
What should you recommend? To answer, drag the appropriate features to the correct requirements. Each feature may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.
NOTE: Each correct selection is worth one point.

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Select and Place:



Correct Answer:



Box 1:
You cannot use marketing segments in a campaign.
Box 2:
You can only use one type of marketing list (a subscription list) for customer journeys. You can use any type of marketing segment for customer journeys.
Reference:
https://docs.microsoft.com/en-gb/dynamics365/marketing/segments-vs-lists

Question #3*Topic 1*

HOTSPOT -
A company plans to implement Dynamics 365 Marketing.
For each of the following statements, select Yes if the statement is true. Otherwise, select No.
NOTE: Each correct selection is worth one point.

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Hot Area:

Answer Area

Statement	Yes	No
You can only query across accounts, leads, and marketing lists when building segments.	○	○
You can use quick campaigns with both marketing lists and marketing segments.	○	○

Correct Answer:

Answer Area

Statement	Yes	No
You can only query across accounts, leads, and marketing lists when building segments.	○	○
You can use quick campaigns with both marketing lists and marketing segments.	○	○

Reference:
https://docs.microsoft.com/en-gb/dynamics365/marketing/segmentation-lists-subscriptions

Question #4*Topic 1*

HOTSPOT -
A company has implemented Dynamics 365 Marketing.
You need to implement apps to meet the company's business requirements.
Which app should you use? To answer, select the appropriate options in the answer area.
NOTE: Each correct selection is worth one point.

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Hot Area:

Answer Area

Scenario	App
Collect feedback on the effectiveness of a marketing campaign.	LinkedIn Sales Navigator Dynamics 365 Customer Insights Dynamics 365 Customer Voice
Synchronize leads from LinkedIn to Dynamics 365 Marketing.	LinkedIn Sales Navigator LinkedIn Campaign Manager Dynamics 365 Customer Voice
Create a unified view of customer data from different sources.	Dynamics 365 Customer Insights LinkedIn Sales Navigator Dynamics 365 Customer Voice

Correct Answer:

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Answer Area

Scenario	App
Collect feedback on the effectiveness of a marketing campaign.	LinkedIn Sales Navigator Dynamics 365 Customer Insights Dynamics 365 Customer Voice
Synchronize leads from LinkedIn to Dynamics 365 Marketing.	LinkedIn Sales Navigator LinkedIn Campaign Manager Dynamics 365 Customer Voice
Create a unified view of customer data from different sources.	Dynamics 365 Customer Insights LinkedIn Sales Navigator Dynamics 365 Customer Voice

Reference:
https://docs.microsoft.com/en-gb/dynamics365/marketing/overview
https://docs.microsoft.com/en-gb/dynamics365/marketing/linkedin-lead-gen-integration

Question #5*Topic 1*

A company integrates LinkedIn Campaign Manager with Dynamics 365 Marketing.
Which two actions can the company perform using out-of-the-box features? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

- A. Generate leads from LinkedIn.
- B. Create email templates for LinkedIn messages.
- C. Schedule and publish social posts.
- D. Create and publish events on LinkedIn.

Correct Answer: *AC*
Reference:
https://seelogic.co.uk/technologies/dynamics-365/marketing-on-linkedin-with-dynamics-365-marketing/

Respuesta por mayor votación de la comunidad

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AC (100%)

Question #6*Topic 1*

HOTSPOT -
A company plans to synchronize LinkedIn Campaign Manager with Dynamics 365 Marketing to determine who is looking at their LinkedIn advertisements.
What happens during synchronization? To answer, select the appropriate option in the answer area.
Hot Area:

Answer Area

If a sales lead that is synchronized from LinkedIn already exists,
Dynamics 365 Marketing
- creates a new lead that uses the LinkedIn data.
- updates the current lead with the LinkedIn data.
- updates the current contact with the LinkedIn data.

Correct Answer:

Answer Area

If a sales lead that is synchronized from LinkedIn already exists,
Dynamics 365 Marketing
- creates a new lead that uses the LinkedIn data.
- updates the current lead with the LinkedIn data.
- updates the current contact with the LinkedIn data.

Reference:
https://docs.microsoft.com/en-gb/dynamics365/marketing/linkedin-lead-gen-integration

Question #7*Topic 1*

HOTSPOT -
Which features are available in Dynamics 365 Marketing?
For each of the following features, select Yes if the feature is available. Otherwise, select No.
NOTE: Each correct selection is worth one point.

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Hot Area:

Answer Area

Feature	Yes	No
Create graphical email messages.	○	○
Design dynamic content in email messages.	○	○
Configure a website for an event.	○	○

Correct Answer:

Answer Area

Feature	Yes	No
Create graphical email messages.	○	○
Design dynamic content in email messages.	○	○
Configure a website for an event.	○	○

Reference:
https://docs.microsoft.com/en-gb/dynamics365/marketing/create-marketing-email
https://docs.microsoft.com/en-gb/dynamics365/marketing/set-up-event-portal

Question #8*Topic 1*

A company organizes and runs conferences and other events. The company is considering using Dynamics 365 Marketing.
The company wants to ensure that they can implement key marketing features without requiring any customizations.
Which three capabilities does Dynamics 365 Marketing support using out-of-the-box functionality?
Each correct answer presents part of the solution.
NOTE: Each correct selection is worth one point.

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