



Exam: MB2-423

CRM 3.0 Applications

Demo: Version 2.29

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www.testking.com.tw Q: 1 A user ran a mail-merge using a template letter for several accounts on their computer. The user complains that when they examine the activity history for each of the accounts, there is a Mail Merge Letter activity but it does not include the contents of the letter. What should you do?

- A. Make sure that the user's PC has Word 2002 or a later version.
- B. Advise the user that Microsoft CRM does not record the contents of letters created by using mail merge.
- C. Advise the user that Word documents cannot be attached to account records.
- D. Make sure that the user is using the Web Client.

Answer: B

www.testking.com.tw Q: 2 Which of the following are characteristics of contacts in Microsoft CRM? Choose the 3 that apply.

- A. A contact must have a parent account.
- B. A contact can have sub-contacts.
- C. An account does not have to have a contact.
- D. A contact can only have one parent account.

Answer: B, C, D

www.testking.com.tw Q: 3 Which of the following records are synchronized between Microsoft Outlook and Microsoft CRM? Choose the 2 that apply.

- A. Contacts
- B. Accounts
- C. Notes
- D. Tasks

Answer: A, D

www.testking.com.tw Q: 4 Which of the following record types cannot be used with a contact record to create a relationship role?

- A. Account
- B. Opportunity
- C. Contact
- D. Lead

Answer: D

www.testking.com.tw Q: 5 You have an opportunity with a customer to sell a range of products. The customer has an account record in the Microsoft CRM database and has informed you they have hired a consultant to help them decide whether to buy the products from your company. You want to add this consultant to the Microsoft CRM system, and record that he is advising your customer on this purchase. What should you do?

- A. Create a new account for the consultant. Make the new account a sub-account of each customer's account.
- B. Add the consultant as a new contact under each customer's account.
- C. Create a new contact for the consultant. Create a relationship role called Consultant that enables a contact to be linked to an opportunity. In each opportunity, add a new relationship to the consultant contact using the Consultant relationship role.
- D. Create a new contact for the Consultant. Create a relationship role called Consultant that enables a contact to be linked to an account. In the account record for each customer add a new relationship to the consultant contact using the Consultant relationship role.

Answer: C

www.testking.com.tw Q: 6 A user complains that the Marketing group does not appear in the Workplace. You discover that the user is using the Microsoft CRM laptop client for Outlook when offline. You need to make sure that the user can see the Marketing group in their Workplace. What should you do?

- A. Make sure that the user has selected Marketing in Personal Options.
- B. Give the user access to the Marketing module using System Settings.
- C. Advise the user that the Marketing module is unavailable in the Microsoft CRM laptop client for Outlook.
- D. Instruct the user to go online.

Answer: A

www.testking.com.tw Q: 7 Which of the following tasks can be completed using features of Microsoft CRM? Choose the 3 that apply.

- A. Preparing profit and loss forecasts
- B. Sending e-mail messages to lists of accounts or contacts
- C. Setting up and scheduling services offered by a company
- D. Running marketing campaigns

Answer: B, C, D

www.testking.com.tw Q: 8 You regularly send letters to your customers using Microsoft CRM mail-merge. One of your customers has called to ask that you do not send them any more letters. How should you modify the customer record in Microsoft CRM to prevent letters from being sent to this customer?

- A. Remove the customer's record from all marketing lists.
- B. Change the customer's preferred contact method to Phone.
- C. Set the customer's Mail setting to Do Not Allow.
- D. Set the customer's Send Marketing Materials setting to No.

Answer: C

www.testking.com.tw Q: 9 A Sales Representative received an e-mail from a client accepting a recent quote they received for a product. This action should be tracked in Microsoft CRM. What is the next action that should be taken to move to the next stage of the sales process?

- A. Add an activity to the quote and convert it to an order.
- B. Create a new Microsoft CRM invoice for the new product.
- C. Revise the quote and add an activity.
- D. Convert the quote to an Order and enter the won details in the dialog box.

Answer: D

www.testking.com.tw Q: 10 Which record types can be created when a lead is converted? Choose the 2 that apply.

- A. Account
- B. Order
- C. Opportunity
- D. Quote

Answer: A, C

