



**Exam : MB2-423**

**Title : CRM 3.0 Applications**

**Ver : 09.20.07**

**QUESTION 1**

You work as the Sales Manager at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network.

You need to identify the types of leads that will result in the most opportunity using Microsoft CRM. A Certkiller .com employee named Kara Lang works in the Sales Department. You delegate the task of identifying the types of leads that will result in the most opportunity. You inform Kara Lang that she must use the most efficient manner?

What should Kara Lang do?

- A. She should create a new marketing campaign.
- B. She should run the Microsoft CRM Lead Source Effectiveness Report.
- C. She should create a Microsoft CRM Advanced Find search.
- D. She should create a new View for Lead Types.
- E. All of the above.

Answer: B

---

**QUESTION 2**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network. Certkiller .com is currently running a marketing campaign. The Manager of the Marketing department is named Clive Wilson. Clive Wilson wants to track responses from customers.

What should Clive Wilson do?

- A. He should make use of the Expected Response.
- B. He should make use of the Response Code.
- C. He should make use of the Promotion Code.
- D. He should make use of the Lead Code.

Answer:

---

**QUESTION 3**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network.

Certkiller .com has recently hired a new junior sales representative named Mia Hamm. Mia Hamm is not familiar with Microsoft CRM works in the IT department and wants to know what the features of contacts in CRM are.

What would you reply? (Choose all that apply.)

- A. A feature of the contacts in Microsoft CRM is that the account does not need a contact.
- B. A feature of the contacts in Microsoft CRM is that the contact should have only one parent account but can have more than one sub-contact.
- C. Features of contacts in Microsoft CRM are that the contact must have sub-contacts

and you are able to achieve inventory management.

D. A feature of the contacts in Microsoft CRM is that you can achieve inventory management and have a Many-to-Many supported relationship.

Answer: A, B

---

**QUESTION 4**

Rory Allen works as a Sales consultant at Certkiller .com. Certkiller .com has deployed Microsoft CRM 3.0. Rory Allen wants to know what advantages Certkiller .com can achieve by making use of the Microsoft CRM Sales Management module to follow a defined sales process.

What would you reply? (Choose all that apply.)

- A. You should be able to determine qualified opportunities and accomplish inventory management.
- B. You should be able to obtain sales data easily for reporting.
- C. You should be able to accomplish inventory management and shorter sales cycles.
- D. You should be able to accomplish shorter sales cycles and determine qualified opportunities.

Answer: B, D

---

**QUESTION 5**

You work as a Sales consultant at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network.

You need to identify the information needed to schedule a service for a customer.

What should you do?

- A. Identify the location where the service will be performed.
- B. Identify the time and subject for the appointment.
- C. Identify the subject and place for the appointment.
- D. Identify the customer as well as the time for the appointment.

Answer: B

---

**QUESTION 6**

You work as a Sales representative at Certkiller .com. Microsoft CRM is implemented on the Certkiller .com network.

You have written a knowledge based article and submitted it to management.

Certkiller .com management has not yet approved your article. You want to identify the queue your article presently resides in.

What should you do?

- A. Check the New queue.
- B. Check the Draft queue.
- C. Check the Opportunity queue.

- D. Check the Unapproved queue.
- E. Check the Pending queue.

Answer: D

---

**QUESTION 7**

You work as a CRM consultant at Certkiller .com. A Certkiller .com customer named Andy Booth complains about the level of service he received from Certkiller .com. You want to track the problem individually so that it can be escalated for resolution.

What should you do? (Choose the best answer.)

- A. Insert a note into Andy Booth's customer record.
- B. Create a new case against the customer.
- C. Create a routing rule for the complaint.
- D. Insert a phone call activity into Andy Booth's customer record.

Answer: B

---

**QUESTION 8**

You work as the system administrator at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network.

A Certkiller .com user named Kara Lang complains that Microsoft CRM appointments are not synchronized when the Microsoft CRM contacts are synchronized with Microsoft Outlook. You need to ensure that the Microsoft CRM appointments are synchronized when the Microsoft CRM contacts are synchronized with Microsoft Outlook.

What should you do?

- A. You should instruct the Kara Lang to initiate synchronization manually.
- B. You should add additional RAM to the workstation in order to synchronized Microsoft CRM appointments with Microsoft Outlook.
- C. You should instruct Kara Lang to go offline and then initiate synchronization.
- D. You should instruct Kara Lang to include appointments in the synchronization process.

Answer: D

---

**QUESTION 9**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network.

A Certkiller .com user named Dean Austin has recently implemented a marketing campaign that sends e-mails directly to a marketing list. Dean Austin needs to send the same e-mail messages to a new list of customers.

Where should Dean Austin do?

- A. The existing campaign should be copied and the existing lists deleted.  
Then he should add a new list to the campaign.  
A new campaign activity should then be created.
- B. A new campaign activity should then be created and the original lists added.  
Then the new revised list should be added.  
Thereafter he is able to create a new campaign activity.
- C. Another marketing list should be added to the campaign.  
Thereafter he should rerun the original campaign activity.
- D. Another marketing list should be added to the campaign.  
A new campaign activity should then be created.

Answer: D

---

**QUESTION 10**

You work as a CRM consultant at Certkiller .com. You instruct a Certkiller .com user named Amy Walsh to create a service in order for it to be scheduled. Amy Walsh wants to know what information she needs in order for the service to be scheduled. What would you reply? (Choose all that apply.)

- A. Create an appointment for the customer and manually add in the required resources and choose Find Available Times to schedule the service.
- B. The duration and a selection rule are needed in order for the service to be scheduled.
- C. The users' business unit and equipment is needed in order for the service to be scheduled.
- D. The equipment and a selection rule are needed in order for an appointment to be created before the service can be scheduled.

Answer: B

---

**QUESTION 11**

You work as a CRM consultant at Certkiller .com. You implement Microsoft CRM 3.0 on the Certkiller .com network.  
A Certkiller .com employee named Andy Reid needs to detect how effective a campaign has been in generating interest in the company products as well as the forecast opportunity revenue.  
What should he do?

- A. A Microsoft CRM Advanced Find search should be used to search for and examine campaign responses.
- B. A new View for Lead Types should be used.
- C. A Campaign Performance Report should be run.
- D. A new View for Opportunity Types should be used.
- E. He should open the campaign and review the sales tab.

Answer: C

---

**QUESTION 12**

You work as a consultant at Certkiller .com. Certkiller .com wants to develop an online knowledge base feature to supplement their user manual. The Certkiller .com CIO wants to know which features are applicable to knowledge base articles. What would you reply? (Choose all that apply.)

- A. Contacts must sign a confidentiality agreement before they are able to view the articles.
- B. Contacts who have permission are the only ones that are able to view the articles.
- C. Contacts are able to view the articles as soon as they are submitted.
- D. Articles can be assigned to contacts and can be shared by contacts.

Answer: B

---

**QUESTION 13**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network. Certkiller .com wants to arrange the sales force on a geographical basis for reporting purposes. A Certkiller .com user named Clive Wilson is delegated the task of accomplishing this goal. What should he do?

- A. He should make use of the opportunities feature.
- B. He should make use of the target lists feature.
- C. He should make use of the territories feature.
- D. He should make use of the quotas feature.

Answer: C

---

**QUESTION 14**

You work as a CRM consultant at Certkiller .com. You implement Microsoft CRM on the Certkiller .com network. You need to implement the Client Service Function for Certkiller .com by making use of Microsoft CRM. A Certkiller .com employee named Ally Wagner works in the Research and Development department. You delegate the task of implementing the Client Service Function to Ally Wagner. You inform her that you need to receive support requests from customers via e-mail. She should ensure that the requests are sent to the correct service delegate. Ally Wagner needs to identify the characteristics of Microsoft CRM you require. What features should she identify?

- A. She should identify the Allotment Types characteristic.
- B. She should identify the Service Scheduler characteristic.
- C. She should identify the Workplace Activities characteristic.
- D. She should identify the Workflow Manager characteristic.

Answer: D

---

**QUESTION 15**

You work as a Sales Representative at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network.

You have a meeting with prospective customers regarding an advertisement for a new product. You need to keep track of the data and maintain a consistent sales process.

What record type should you create in Microsoft CRM?

- A. You should use the Opportunity record type.
- B. You should use the Contracts record type.
- C. You should use the Order record type.
- D. You should use the Lead record type.
- E. You should use the Quote record type.

Answer: D

---

**QUESTION 16**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network. The company has a public queue for service cases.

Certkiller .com has a new policy regarding the public queue for service cases. The policy states that if a case is not resolved within three days it should be moved to an escalation queue to be reviewed by the Customer Service Manager.

A Certkiller .com user named Dean Austin needs to create a new escalation queue. Dean Austin needs to identify the steps that should be executed to configure automatic escalation.

What should he identify?

- A. A routing rule should be created by Dean Austin.
- B. The Dean Austin's e-mail address should be added to the queue.
- C. Dean Austin should set the permission for the public queue to be automatically modified.
- D. The Customer Service Manager should identify the instances by making use of workflow and static values to update queue.

Answer: A

---

**QUESTION 17**

You work as the Sales Manager at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network. You make use of Microsoft CRM Sales Management.

You need to compile a report of all forecasted business closing in February. You need to find a way extract the data from the Microsoft CRM

What should you do?

- A. You should export a list of Opportunities to an Excel spreadsheet. Thereafter you should sort the Estimated Revenue column to put the dates in an ascending order.
- B. A Microsoft CRM Advanced Find search for all opportunities where the estimated closing date is the end of February should be created.
- C. A customized report using SQL Reporting Services should be created.
- D. You should navigate to the CRM Reports. Thereafter you should extract an Account Summary report.

Answer: B

---

**QUESTION 18**

You work as a consultant at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network.

You need to identify what applies to resolved cases.

What should be identified? (Choose all that apply.)

- A. The case could be assigned and shared.
- B. The case could be reactivated and changed.
- C. The case could be shared and reactivated.
- D. The subject could be changed and marked read only.

Answer: C

---

**QUESTION 19**

You work as a CRM consultant at Certkiller .com.

You are currently using the Microsoft CRM Import Wizard. A Certkiller .com user named Amy Walsh needs to identify the file types that are valid for importing.

What should you use?

- A. XML and TXT files.
- B. XML and XLS files.
- C. CSV and TXT files.
- D. XLS and CSV files.

Answer: C

---

**QUESTION 20**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 is implanted on the Certkiller .com network.

A Certkiller .com user named Mia Hamm complains that the Marketing group does not appear in the Workplace when she is offline. You determine that Mia Hamm is making use of the Microsoft CRM laptop client for Outlook when she is offline.

You need to ensure that Mia Hamm is able to see the Marketing group in her Workplace when she is offline.

What should you do?

- A. Inform Mia Hamm that the Marketing module is not accessible in the Microsoft CRM laptop client for Outlook.
- B. Use System Settings to assign Mia Hamm the required access permission.
- C. Inform Mia Hamm that she must go online.
- D. Ensure that Mia Hamm has selected Marketing in Personal Options.

Answer: D

---

**QUESTION 21**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

A Certkiller .com sales representative named Andy Booth enquires about the characteristics of planning tasks.

What would you reply? (Choose all that apply.)

- A. Planning tasks can have a set duration.
- B. Planning tasks can be assigned to a user.
- C. Planning tasks can be associated with a marketing list and can be assigned to a customer.
- D. Planning tasks can track the actual and budgeted costs of the planning tasks.

Answer: A, B

---

**QUESTION 22**

You work as a CRM consultant at Certkiller .com. You have been instructed to assign certain customers as preferred customers. Certkiller .com wants preferred customers to be quoted at 80% of the list price for all products. You need to configure the Microsoft CRM system to accomplish this.

What should you do? (Choose all that apply.)

- A. You should configure the pricing method as currency amount calculated at 80% of the list price.
- B. You should create a discount list called Preferred. Then you should associate the Preferred list with every preferred customer.
- C. You should configure the pricing method as percentage of list set to 80%.
- D. You should create a new price list called Preferred. You should set this list as the default price list for all preferred customers. Then you add all products to the price list.

Answer: C, D

---

**QUESTION 23**

You work as the Marketing Manager at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network.

A Certkiller .com employee named Mia Hamm works as a Sales Representative for

Certkiller .com. You Instruct Mia Hamm to send out a monthly newsletter to accounts in the Miami area that have least amount of monthly sales income. Mia Hamm makes use of the Microsoft CRM Advanced Find tool. She saved the search criteria used to locate this data. You have to identify where Mia Hamm can extract the data from every month. Where should she extract the data from?

- A. From the Account views in Microsoft CRM.
- B. She should use the Opportunity record type to extract the data.
- C. She should use the Lead record from Account details in Microsoft CRM.
- D. She should use the Advanced Find to evaluate members from Account details in Microsoft CRM report.

Answer: A

---

**QUESTION 24**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

Letters are frequently sent to customers using Microsoft CRM mail-merge. You receive a telephonic query from a customer named Andy Reid requesting that Certkiller .com no longer send him letters. You need to identify a way to modify Andy Reid's customer record in Microsoft CRM to stop letters being sent to him. What should you do?

- A. Andy Reid's Mail setting should be set to Do Not Allow.
- B. Andy Reid's preferred contact method should be changed to Bi monthly.
- C. Andy Reid's details should be deleted from the marketing lists.
- D. The Sales Representative will have to create, check and save an Advanced Find search each month to ensure that the customer is not on the marketing lists.

Answer: A

---

**QUESTION 25**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network.

A Certkiller .com employee named Clive Wilson runs a mail-merge using a template letter for several accounts on their workstation. He receives a complaint from users when they examine the activity history of the accounts. You check the Mail-Merge Letter activity and notice that it does not contain the contents of the letter. What should you do?

- A. You need to ensure that the customer's record is removed before they log on to the Internet.
- B. You have to ensure that the user's PC is configured with Word 2002 or a later version.
- C. Clive Wilson should check after every save if the data feature on the account history.
- D. The user should be advised that Microsoft CRM does not record the contents of letters

created by using mail merge.

Answer: D

---

**QUESTION 26**

You work as the Marketing Manager of Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network.

You have to give a presentation on the success of marketing campaigns. You instruct a subordinate, Rory Allen, to identify what can be measured using the Microsoft CRM reporting and analysis tools.

What can be measured? (Choose all that apply.)

- A. The capacity to fulfill new orders can be measured by running marketing campaigns using the analysis tools.
- B. The effectiveness of a particular marketing channel can be measured using Microsoft CRM reporting and analysis tools.
- C. The number of opportunities created can be measured using Microsoft CRM reporting and analysis tools.
- D. The overall marketing cost per response can be measured using Microsoft CRM reporting and analysis tools.

Answer: B, C, D

---

**QUESTION 27**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

A marketing campaign to promote a new product is run by Certkiller .com. You have received several telephonic calls in response to the campaign. One institute requests additional information regarding the products. You need to record the responses.

What should you do?

- A. You should create a campaign response in the campaign.  
Add a new campaign response to the completed campaign
- B. You should create a campaign response in the campaign.  
Then you should close and convert the response into a lead.  
Thereafter you should convert the lead into a new customer record and an opportunity.
- C. You should create a campaign activity in the campaign.  
In the campaign response you should ensure that the campaign responses are recorded in the marketing lists.
- D. You should create a new lead.  
Then you should add a link to the campaign in the lead record.  
Thereafter you should convert the lead into a response so it can be tracked.

Answer: B

---

**QUESTION 28**

You work as the Financial Administrator at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network.

You assign a budget to the Sales department. A Certkiller .com employee named Mia Hamm works in the Sales department.

You delegate the task of tracking the actual cost of the campaign versus its budgeted cost to Mia Hamm. She needs to identify where the budget should be assigned.

What should she do?

- A. She should assign the budget to every campaign activities with possibilities.
- B. She should assign the budget to the targeted mailing lists.
- C. She should assign the budget to the campaign.
- D. She should assign the budget to the CIO.

Answer: C

---

**QUESTION 29**

You work as a CRM consultant at Certkiller .com. You implement Microsoft CRM 3.0 on the Certkiller .com network.

A Certkiller .com user named Andy Reid is a member of the Marketing department.

You instruct Andy Reid to identify the characteristics of Marketing Automation in Microsoft CRM.

What should he do? (Choose those that apply.)

- A. The campaign templates and leads are Marketing Automation in Microsoft CRM characteristics.
- B. The Planning campaigns are a Marketing Automation in Microsoft CRM characteristic.
- C. Tracking estimated and actual cost and revenue information is a Marketing Automation in Microsoft CRM characteristic
- D. The Creating and managing marketing lists is a Marketing Automation in Microsoft CRM characteristic.

Answer: B, C, D

---

**QUESTION 30**

You work as the Human Resource Manager at Certkiller .com. You are accountable for scheduling the staff at Certkiller .com. Study leave has been granted to certain technicians. This will result in the fact that they will be off at certain times every day.

You need to ensure that those service technicians are not listed for service activities during those times. You delegate the task of drawing up a list of activities for those times to a Certkiller .com user named Mia Hamm. You instruct Mia Hamm that she must achieve this in the most efficient manner.

What should Mia Hamm do?

- A. The work schedule should be changed for every affected service technician independently.
- B. Additional employees should be employed for every affected service technician.
- C. Schedule users outside their regular working hours
- D. She should create three new resource groups. The one for all the technicians, one for the service technicians on study leave and one for the substitute technicians list.

Answer: A

---

**QUESTION 31**

You work as a Sales Manager at Certkiller .com. CertK ming.com has an opportunity to sell a range of products to a customer. The customer has an account record in the Microsoft CRM database. The customer has acquired the services of a consultant to help them decide whether to buy the products from Certkiller .com.

You need to add the consultant to the Microsoft CRM system. You also needs to record that the consultant is advising the customer on this purchase.

What should you do?

- A. You should add the consultant as a new contact under every customers account.
- B. You should create a new contact for the Consultant.  
Link the Consultant to every account in the Microsoft CRM system.  
Add the Consultant to the customer's database for queries.
- C. You should create a new account for the consultant.  
You should make the new account a sub-account of every customers account.
- D. You should create a new contact for the consultant.  
Thereafter you create a relationship role called Consultant that allows a contact to be linked to an opportunity.  
In every opportunity you should add a new relationship to the consultant using the Consultant relationship role.

Answer: D

---

**QUESTION 32**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network.

A Certkiller .com customer representative named Kara Lang has scheduled a service.

Kara Lang telephonically notified you that she needs to postpone the service.

What should she do? (Choose all that apply.)

- A. She should navigate to the Service Calendar.  
Thereafter she should convert the Lead record in the service activity and adjust the scheduling data to suit your companies' needs.
- B. The service activity in the Service Calendar should be highlighted.  
Thereafter you should drag it to a new time slot that suits the customer.
- C. The service activity should be deleted.  
Thereafter she should schedule a new appointment.

D. The service activity in the Service Calendar should be highlighted.  
Then she should choose reschedule.

Answer: A, C, D

---

**QUESTION 33**

You work as a CRM consultant at Certkiller .com. You implement Microsoft CRM 3.0 on the Certkiller .com network.

You need that a resource should be removed for maintenance during its scheduled working hours. Appointments have previously been scheduled that make use of that resource. You need to check when the resource is free.

What should you do?

- A. The service calendar can be viewed using the facility/equipment view.
- B. The Post Callout Components can inform the ERP software that the resource is free.
- C. The Filtered Views can be viewed to check when the resource is free.
- D. Organization-owned system entities that represent an organization resource can be viewed by making use of the service activity view.

Answer: A

---

**QUESTION 34**

You work as a CRM consultant at Certkiller .com. You implement Microsoft CRM 3.0 on the Certkiller .com network.

A Certkiller .com user named Amy Walsh needs to identify what will apply to cancelled cases.

What should she identify?

- A. The case should be reactivated, shared and marked as read only.
- B. She should configure the JavaScript attribute of the Button element to use the `window.showmodelessdialog()` method and mark the case only.
- C. The case should be changed and marked read only.
- D. The case should be marked as reactivated and configures.

Answer: A

---

**QUESTION 35**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

A Certkiller .com user named Clive Allen wants to know which tasks can be completed using the features in Microsoft CRM 3.0.

What would you reply? (Choose all that apply.)

- A. The sending of e-mail messages to leads in accounts.
- B. The running of marketing campaigns and the sending of e-mail messages to lists of accounts or contacts.

- C. The tracking of profit and loss forecasts.
- D. The setting up and scheduling of services offered by the company.

Answer: B, D

---

**QUESTION 36**

You work as the network administrator at Certkiller .com. The Certkiller .com network contains five dedicated servers.

You have just created a contract for a customer. The status of the contract is On Hold. You are telephonically informed by the customer of an extra product that they want. You need to add the additional product to the contract.

What should you do?

- A. A new contract line should be added for the new product and the contract should be released from Hold.
- B. The contract should be copied and released from Hold.
- C. Microsoft CRM should be reloaded and the contract should be added to the leads.
- D. The contract should be released from Hold and a new customer should be added as an account.

Answer: A

---

**QUESTION 37**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

Volume discounts is offered to the customers of Certkiller .com depending on the products that are purchased. The discount percentages are as follows:

\* 10% is offered for purchases between 10 and 99

\* 15% is offered for purchases from 100 and over.

You need to ensure that Microsoft CRM automatically calculate the exact price when orders are entered. You need to find a way to execute this.

What should you do? (Choose all that apply.)

- A. You should create two extra price lists and configure the pricing method as percentage for the two ranges.
- B. You should create two price lists Preferred and Quotes for the two ranges.
- C. You should create one discounted list that will make use of the two discount ranges.
- D. You should create a unit group and associate it with the list with all the Preferred customers in the discount ranges.

Answer: C

---

**QUESTION 38**

You work as the Sales Manager at Certkiller .com. The Certkiller .com network employees makes use of a single Active Directory domain named Certkiller .com. A Certkiller .com user named Amy Wilson is a sales representative who makes use of

Microsoft CRM Sales Management.

An existing customer was recently given a quote for a product which you have a record of in Microsoft CRM. The previous customer accepted the quote.

You need to identify the next step Amy Wilson should take to proceed through a consistent Microsoft CRM sales process.

What should you use?

- A. You should set a Follow Up activity on the existing customer record and activate the quote from the Actions menu in the Quote record.
- B. You should click the Opportunities button to close out the Quote record.
- C. You should make use of the target lists and choose the Activate Quote from the Accounts menu for the Quote record.
- D. You should click the Convert to Order button on the toolbar in the Quote record.

Answer: D

---

**QUESTION 39**

You work as a CRM consultant at Certkiller .com. The Certkiller .com network contains five dedicated servers.

A Certkiller .com user named Mia Hamm is delegated the task of identifying the characteristics of a campaign template.

What should she use? (Choose all that apply.)

- A. Campaigns are a characteristic of campaign templates.
- B. Business Intelligence Project in Visual Studio is a characteristic of campaigns.
- C. Knowledge Base articles are a characteristic of campaign templates.
- D. Campaign templates are a characteristic of campaigns.

Answer: A, D

---

**QUESTION 40**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

The Certkiller .com CIO wants to know what features of Microsoft CRM assists with the planning phase of the campaigns.

What would you replay? (Choose all that apply.)

- A. The Knowledge based articles are a characteristic of the planning phase of campaigns.
- B. The Marketing List Member Evaluation is a characteristic of the planning phase of campaigns.
- C. The Product Catalog is a characteristic of the planning phase of campaigns.
- D. The Filtering Views is a characteristic of the planning phase of campaigns.

Answer: B, C

---

**QUESTION 41**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

A Certkiller .com employee named Rory Allen wants to know which activities or tasks he will be able to execute on Marketing Lists in Microsoft CRM.

What would you reply?

- A. He should be able to creating and managing marketing lists.
- B. He should be able to target marketing lists in order to reduce increase sales.
- C. He should be able to create and refine a list using specific Advanced Find criteria.
- D. He should be able to add an Opportunity to the record by using the SQL Reporting services.

Answer: C

---

**QUESTION 42**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

You need to identify the first step you should use when creating an Advanced Find search.

What would this be?

- A. You should choose routing rule before you can do an Advanced Find search.
- B. You should select the Find button to initiate the Advanced Find search.
- C. You should select the type of entity that you want to search in.
- D. You should define the facilities and equipment necessary to perform an Advanced Find search.

Answer: C

---

**QUESTION 43**

You work as the Marketing Manager of Certkiller .com. You have created a campaign for Certkiller .com. You add target market lists, define planning tasks and create campaign activities for the company.

You need to determine when the targeted customers should be contacted.

What should you do?

- A. When the campaign activities are distributed the customer should be contacted.
- B. As soon as the criteria set in the planning phase have been met the customer should be contacted.
- C. When the campaign is marked as launched the customers should be contacted.
- D. When all campaign responses have been followed up by sales representatives the customers should be contacted.

Answer: A

---

**QUESTION 44**

You work as the CRM consultant at Certkiller .com. Microsoft CRM 3.0 is implemented on the Certkiller .com network.

The Certkiller .com Marketing department is running a marketing campaign that assigns tasks to Certkiller .com users in the Sales department. A Certkiller .com employee named Kara Lang works in the Sales department. Kara Lang needs help to identify the tasks she has been assigned.

What should you do?

- A. Instruct Kara Lang to look in My work in the Workplace.
- B. Instruct Kara Lang to run a Campaign Performance Report in all the customer records.
- C. Instruct Kara Lang to look at the marketing lists in the campaign.
- D. Instruct Kara Lang to create and refine a list using specific Advanced Find criteria.

Answer: A

---

**QUESTION 45**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

You need to identify the steps you should execute when implementing service scheduling in Microsoft CRM.

What steps should be used?

- A. You should setup the work schedule for the equipment.
- B. You should define the place for the service to be performed.
- C. You should define the facilities and equipment costs as well as the facilities and equipment required to execute the services.
- D. You should specify additional equipment that is not part of the service definition and define the service offerings.

Answer: C

---

**QUESTION 46**

You work as the schedule manager at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

A Certkiller .com customer calls requesting a service. This requested service has been defined. You need to make use of the Service Calendar to automatically schedule the service.

What should you do?

- A. It is imperative that you manually add in the required resources to define the service offerings.
- B. You need to specify the work schedule for the equipment and schedule the customers inside their regular working hours.
- C. You need to schedule the customers outside their regular working hours and select the relevant resources and manually choose a time in the scheduling information.

D. You need to select particular customers to execute the service as well as the length of time the service should take.

Answer: D

---

**QUESTION 47**

You work as the Sales Manager at Certkiller .com. You have received an e-mail from an existing customer regarding the new product range of Certkiller .com.

You need to enter the data in Microsoft CRM. It is your duty to identify which Microsoft CRM record should be created to capture this data. You delegate this task to one of your subordinates to fulfill.

What should your subordinate do?

- A. She should make use of Organization.
- B. She should make use of Account.
- C. She should make use of Components.
- D. She should make use of Opportunity.
- E. She should make use of Contract.

Answer: D

---

**QUESTION 48**

You work as a CRM consultant at Certkiller .com. The Certkiller .com network contains five dedicated servers.

The marketing division of Certkiller .com has a case that is best dealt with by the servicing department. A Certkiller .com user named Andy Reid is a member of the Servicing department. The case is assigned to Andy Reid. The front line manager of the marketing division would like to see the activity on the case.

What should Andy Reid do?

- A. Andy Reid should investigate the case
- B. Andy Reid should share and assign the case.
- C. Andy Reid should release and resolve the case.
- D. Andy Reid should find a resolution to the case

Answer: B

---

**QUESTION 49**

You work as a system administrator at Certkiller .com. Certkiller .com decides to implement Microsoft CRM 3.0. The Certkiller .com employees who will be making use of Microsoft CRM are sales representatives using portable computers.

These sales representatives are seldom office bound. You need to motivate to management why Microsoft CRM laptop client should be implemented for these users.

Why should Microsoft CRM be implemented? (Choose all that apply.)

- A. The user is able to choose which records they want to store locally.
- B. You should advise the user that the Marketing module is unavailable in the Microsoft CRM laptop client for Outlook.
- C. You are able to configure Workflow manager defines the facilities and equipment necessary to perform services.
- D. The users of Microsoft CRM laptop client for Microsoft Outlook permit its user to work offline.

Answer: A, D

---

**QUESTION 50**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

A Certkiller .com user named Amy Walsh receives a telephonic call from another company to book a service. Amy Walsh does a search and discovers that the service the customer requested is not listed in the Service Calendar. Amy Walsh needs to identify a way of how the service can be booked for the customer. What should she do?

- A. She should select create a new service activity in the Service Calendar. Thereafter she should manually select the relevant resources and manually open the service activity and change the scheduling information.
- B. She should create a new service that has the relevant resources. Thereafter she should schedule the service in the Service Calendar.
- C. She should View the calendar in My Work. Thereafter she should specify additional equipment that is not part of the service definition in order for the service to be scheduled.
- D. She should view the service calendar using the service activity view. Then she should create an appointment for the customer. Thereafter she can manually specify the time to schedule the service.

Answer: B

---

**QUESTION 51**

You work as the Marketing Manager at Certkiller .com. The company forms part of a marketing campaign. Certkiller .com is outsourcing their telemarketing.

You have received data from the company that you outsourced the telemarketing to. The data is formatted in a text file. You need to identify the best way to add the results to the Microsoft CRM system.

What should you do?

- A. The results should be checked and saved in the leads file.
- B. The text file should be created to permit the entry of the secondary contact in the case form.
- C. The text file should be imported as campaign responses.
- D. The results should be imported as campaign responses.

Answer: C

---

**QUESTION 52**

You work as a CRM consultant at Certkiller .com. You have been assigned a case. After reviewing the case you decide that it is best dealt with by another service representative.

You assign the case to public queue. A Certkiller .com employee named Dean Austin wants to know who will become the owner of the case.

What would you reply?

- A. Ownership does not change therefore you remain the owner.
- B. The owner is the Customer Service Manager.
- C. Ownership is assigned to the queue.
- D. The owner of the case is the leads record to which the case is attached.

Answer: A

---

**QUESTION 53**

You work as the Marketing Management at Certkiller .com. A marketing campaign using a list of imported leads has recently been run by your department.

You received a response from one of the targeted leads. They are interested in buying a support contract from Certkiller .com.

You need to set up a contract for the new customer and to ensure that service representatives can associate cases against the contract.

What should you do? (Choose all that apply.)

- A. You should add a lead to the contract line.
- B. You should add a contact line and the customer as an account or contact.
- C. You should choose a campaign template.
- D. You should choose a contract template.

Answer: B, D

---

**QUESTION 54**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

You need to identify from the list below the records that are coordinated between Microsoft Outlook and Microsoft CRM?

Choose those that apply?

- A. The Opportunities is coordinated between Microsoft Outlook and Microsoft CRM.
- B. The Contacts and Tasks are coordinated between Microsoft Outlook and Microsoft CRM.
- C. The Notes and Quotes are coordinated between Microsoft Outlook and Microsoft CRM.

D. The Quotes is coordinated between Microsoft Outlook and Microsoft CRM.

Answer: B

---

**QUESTION 55**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

You have received information from Andy Booth that a knowledge base article contains errors. You check the article and confirm that it contains errors. You need to stop the article from being accessed by other employees.

What should you do?

- A. Permissions should be added to the articles.
- B. The article should be reloaded.
- C. The article should be revised and saved.
- D. The article should be unpublished.

Answer: D

---

**QUESTION 56**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

You need to identify the types of records that cannot be used with a contact record to create a relationship role.

What should you do?

- A. You should use the Quotes record.
- B. You should use the Lead record.
- C. You should use the Opportunities record.
- D. You should use the Notes record.

Answer: B

---

**QUESTION 57**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

You establish a public queue for customers to e-mail their support queries. You receive complaints from other departments stating that their support e-mail messages are not being answered. You check the queue and notice that it is empty. A Certkiller .com employee named Andy Reid works in the IT department. You instruct Andy Reid to identify the problem.

What should he check? (Choose all that apply.)

- A. He must check that the Customer Service Manager the owner of the queue and that he have permission to change e-mail addresses.
- B. He must check if the Internet has been deactivated.

- C. He must verify that the queue is set to convert all incoming e-mail.
- D. He must check that the queue has an e-mail address.

Answer: C, D

---

**QUESTION 58**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

A Certkiller .com user named Rory Allen has accepted a case from a public queue. Rory Allen needs to view the case. What should he do?

- A. Check the Assigned queue.
- B. Check the Leads queue.
- C. Check the Processed queue.
- D. Check the In Progress queue.
- E. Check the New queue.

Answer: D

---

**QUESTION 59**

You work as the Marketing Manager at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

A Certkiller .com user named Mia Hamm needs to know what is related to cases. What would you reply? (Choose all that apply.)

- A. The Customer Service Manager is related to the case.
- B. Workplace Activities are related to the case.
- C. Knowledge base articles and Contract lines are related to the case.
- D. Accounts are related to the case.

Answer: C

---

**QUESTION 60**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

You need to send an e-mail to all the customers of Certkiller .com at the Paris Branch Office. You need to inform as them as quick as possible regarding the new promotions that Certkiller .com has to offer its clientele. You need to accomplish this task in the quickest manner.

What should you do? (Choose all that apply.)

- A. You need to create one Marketing campaign. Thereafter you associate the e-mail activities with the list.
- B. You should make use of Advanced Find to create a list of customers. Thereafter you should create a Quick Campaign for all records on the pages to create

e-mail activities.

C. You should make use of Advanced Find to create a list of customers.

For every account in the campaign activity you need to add an e-mail activity.

D. You need to run the Microsoft CRM Advanced Find search in order to create a list of customers for every account in the results list.

Thereafter you should run the targeted marketing lists.

Answer: B

---

**QUESTION 61**

You work as the Sales Representative at Certkiller .com. You receive a query from a customer who is interested in buying a new laptop computer and some new software. You discover that the software is available at a special price if bought with a new particular laptop computer. The customer informs you that he is interested in this special. You need to capture this information into Microsoft CRM for the customer record.

What should you do?

A. Capture the information in the View for Lead Types.

B. Capture the information in the new marketing campaign.

C. Capture the information for the bike and the tires as products for a new opportunity.

D. Capture the information in the Account views in Microsoft CRM.

Answer: C

---

**QUESTION 62**

You work as the Sales Manager at Certkiller .com. You conduct a survey and detects that numerous key opportunities have been lost. You discover that your customers are purchasing products from other companies.

You instruct a Certkiller .com user named Kara Lang to insert data about your opposition company. She needs to detect why every opportunity was lost to the CRM database. You instruct Kara Lang to make the information available to other sales representatives when they deal with these customers.

What should Kara Lang do?

A. The opposition company should be added as a lost opportunity. Thereafter she should ensure that the a note is laced in the Accounts with the explanation of why the sale was lost

B. The opposition company should be added as a new account. Then she should make use of relationship role to link the Accounts. Thereafter she should add put the customer a high priority list.

C. The opposition company should be added as a new competitor. Then she should reopen the lost opportunities and add the new competitor record to every one of the lost opportunities. Thereafter she should close every opportunity with an explanation of why it was lost.

D. The opposition company should be added as a new competitor. Thereafter she should

add a note in the Leads with an explanation of why each opportunity was lost.

Answer: C

---

**QUESTION 63**

A Certkiller .com employee named Clive Wilson works Sales department. Clive Wilson makes telephone calls to potential customers from a list of Leads that have showed interest in products your Certkiller .com has to offer. During his telephonic follow-up to the various Leads he determines that one Lead are no longer interested in the products the company has to offer. Clive Wilson needs to ensure that any notes or activities to remain with the Lead record.

What should Clive Wilson do?

- A. He should recreate the Contract record to ensure that no information is lost.
- B. The Lead record should be activated.
- C. He should deactivate the Lead record in the Lead Activities.
- D. He should display as related activities in the Lead record.

Answer: B

---

**QUESTION 64**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

A Certkiller .com employee named Rory Allen wants to know what record types that can be created when a lead is converted.

What would you reply?

- A. As soon as a Lead is converted a Customer's record type can be created.
- B. As soon as a Lead is converted a Competitor record type can be created.
- C. As soon as a Lead is converted a Contact record type can be created.
- D. As soon as a Lead is converted an Opportunity record or an Account record type can be created.

Answer: D

---

**QUESTION 65**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

A Certkiller .com employee named Andy Booth wants to know what records the sales literature can be linked to.

What would you reply? (Choose all that apply.)

- A. The sales literature can be linked to Team and Competitors.
- B. The sales literature can be linked to Competitors and User Groups.
- C. The sales literature can be linked to Competitors and Products.
- D. The sales literature can be linked to User Groups and Teams.

E. The sales literature can be linked to Products and Contacts.

Answer: C

---

**QUESTION 66**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

A Certkiller .com user named Amy Wilson wants to know what could be added to resource groups.

What s would you reply? (Choose all that apply.)

- A. The Products should be added to the resource group.
- B. The Competitors should be added to the resource group.
- C. The Team and User should be added to the resource group.
- D. The Resource group should be added to the resource group.

Answer: C, D

---

**QUESTION 67**

You work as the Sales Manager at Certkiller .com. A Certkiller .com user named Mia Hamm received a request for more information regarding a new product from an existing Microsoft CRM Lead.

You instruct Mia Hamm to convert the Lead record. Mia Hamm needs to identify the records she should select when converting a Lead record.

What should she do? (Choose all that apply.)

- A. Mia Hamm should select the Team and Opprtunities records.
- B. Mia Hamm should select the Contact and the Account records.
- C. Mia Hamm should select the Customers' and the Team records.
- D. Mia Hamm should select the Opportunity records.
- E. Mia Hamm should select the Team records.
- F. Mia Hamm should select the Customers' records.

Answer: B, D

---

**QUESTION 68**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

You need to identify the features that form part of the service scheduling process in Microsoft CRM?

What should you use? (Choose all that apply.)

- A. Planning service offerings forms part of the service scheduling process
- B. Users' business units forms part of the service scheduling process
- C. Targeting marketing lists forms part of the service scheduling process
- D. Creating services forms part of the service scheduling process

Answer: A, D

---

**QUESTION 69**

You work as a consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

It is your duty to identify which of the following is accurate with regard to the sites in Microsoft CRM Service Scheduling.

Which of the following is true regarding the sites in Microsoft CRM Service Scheduling?

- A. The site in the Microsoft CRM Service Scheduling can be identified when booking a service activity.
- B. The teams can be associated with sites in the Microsoft CRM Service Scheduling.
- C. The customers' records in the Microsoft CRM Service Scheduling represent the customer locations.
- D. The products can belong to more than one site in the Microsoft CRM Service Scheduling.

Answer: A

---

**QUESTION 70**

You work as a CRM consultant at Certkiller .com. The Certkiller .com network provides a service that needs equipment and users.

Which of the following will influence when the service can be scheduled? (Choose all that apply.)

- A. The Organization-wide business closures will have an effect on the service.
- B. The time zone of the user will have an effect on the service.
- C. The business units of the user will have an effect on the service.
- D. The Work schedule for the equipment will have an effect on the service.

Answer: A, B, D

---

**QUESTION 71**

You work as the Sales Manager at Certkiller .com. A Certkiller .com user named Mia Hamm is a member of the Sales department. Mia Hamm receives an e-mail from a customer accepting a recent quote received for a product.

You need the actions to be tracked in Microsoft CRM. You need to identify the next action that should be taken to move to the next stage of the sales process

What should you do?

- A. You should revise the quote and add an activity.
- B. The quote should be converted to an Order. Thereafter you enter the won details in the dialog box.
- C. An activity should be added to the quote and convert it to an order.

D. A new Microsoft CRM invoice should be created for the new product.

Answer: B

---

**QUESTION 72**

You work as a Marketing Representative at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

You need to identify the steps that need to be completed in order to create a marketing campaign that will create e-mail messages for customers.

What should you do? (Choose all that apply.)

- A. A Product Catalog should be distributed.
- B. Knowledge base activities should be created.
- C. E-commerce Web sites should be created.
- D. Target lists should be added and campaign activities created.

Answer: A, D

---

**QUESTION 73**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

You need to determine the good factors to consider when you define a consistent process for handling leads in the organization.

What should you do? (Choose all that apply.)

- A. You should determine what a qualified Lead is to your company as well as the current process that is in place.
- B. You should consider defining a process for converting the Lead record to define the processes that is in place.
- C. You should consider follow up activities for opportunities as well as a process for qualified Leads
- D. You should consider defining a consistent process for qualifying new leads

Answer: A, D

---

**QUESTION 74**

You work as a Sales Representative at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

A Certkiller .com user named Rory Allen wants to know what the characteristics for a quick campaign are.

What would you reply? (Choose all that apply.)

- A. A feature of a quick campaign is where you have one campaign activity.
- B. The target lists can be added to various campaign activities in order to improve marketing.
- C. A feature of a quick campaign is a campaign where responses can be tracked.

D. Knowledge based activities can target the accounts.

Answer: A, C

---

**QUESTION 75**

You work as a CRM consultant at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

A Certkiller .com user named Ally Wagner has numerous contacts for a customer in the Microsoft Outlook contact list. You want Ally Wagner to add these contacts to Microsoft CRM but you don't want her to create duplicate contacts.

What should Ally Wagner do? (Choose the best answer.)

- A. She should open every contact in the Microsoft Outlook contact list and click Track in Microsoft CRM.
- B. The contacts in the Microsoft Outlook contact list should be copied into one parent account in the Microsoft CRM contact list.
- C. She should run the Microsoft CRM Lead Source Effectiveness Report and create the contacts manually in the database.
- D. She should download the contacts into Microsoft CRM by making use of the Internet Wizard.

Answer: A

---

**QUESTION 76**

You work as the Marketing Manager at Certkiller .com. You have created a marketing list of accounts that have more than five employees.

The list that you created needs to be refined to include only accounts that have more than ten employees. You open the list and select Manage Members.

What should you do next?

- A. You should make use of Lookup Find to remove the existing members and manually add the members.
- B. You should make use of Advanced Find to evaluate the members.
- C. You should use the marketing module to add the appropriate members.
- D. You should use Lookup to automatically add members.

Answer: B

---

**QUESTION 77**

You work as the Sales Manager at Certkiller .com. You have received notification from a customer that they will not be able to purchase products for the next 8 months. They want to be contacted once the 8 months have passed. You need to capture this data in Microsoft CRM.

What should you do?

- A. You should create an order on the opportunity. Thereafter you can create a follow up

activity in the Account record to contact the customer in one year.

B. You should close the opportunity as "Lost". Then he can create a follow up activity. Thereafter he can specify in the record to contact the customer in one year.

C. You should close the opportunity as "Maybe". Thereafter you can create a follow up activity in the Lead record to contact the customer in one year.

D. You should save the opportunity on a disk. Then he should delete the opportunity from the database. The disk can then be retrieved in one year to contact the customer.

Answer: A

---

**QUESTION 78**

You work as a Marketing Representative at Certkiller .com. Microsoft CRM 3.0 has been implemented on the Certkiller .com network.

The company recently ran a campaign that has been marked as complete. You are contacted telephonically by a customer in response to the campaign. The customer expresses an interest in the campaign product. You need to record the telephone call from the customer.

What should you do?

A. Targeted marketing lists should be created to add the campaign response.

B. You should create a folder to list all the telephone activities.

C. You should add a new campaign response to the completed campaign.

D. You should add a new opportunity in My work in the Workplace.

Answer: C

---

**QUESTION 79**

You work as the Sales Manager at Certkiller .com. Management issues you with a list of Leads that they want you to keep a record of in Microsoft CRM.

The list of Leads must be assigned to a sales representative according to the office in which they work. You want to assign the list to the correct sales representatives using an automated process.

What should you do? (Choose all that apply.)

A. You should make use of the Marketing Lists.

B. You should make use of Opportunities.

C. You should make use of the Sales Process.

D. You should make use of the Workflow Process.

Answer: D

---

**QUESTION 80**

You work as a sales consultant at Certkiller .com. Certkiller .com is running several marketing campaigns. You need to ascertain which of these campaigns should be marked as complete.

What should you do?

- A. Check that sales representatives have followed up all campaign responses.
- B. Check if the criteria set in the planning phase have been adequately met.
- C. Check if the scheduling services have been closed.
- D. Check if no more new campaign responses are expected.

Answer: B