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Exam : **MB2-632**

Title : Applications in Microsoft Dynamics CRM 4.0

Version : DEMO

1. You are a marketing manager and discover that not all of your telemarketers call leads to verify contact details such as the postal address. You want to remind your telemarketers do this before the lead is included in any campaign activity. What is the most efficient way to do this?

A.Ask your administrator to only allow a small group of telemarketers who are trusted to generate follow up calls for all the leads they enter.

B.Set up an automated workflow that generates a follow up call for each new lead, and assign the call to a queue. Instruct the telemarketers to make the calls in the queue.

C.Set up an automated workflow to generate an email informing you when a new lead is created so you can generate a follow up activity.

D.Create a view using advanced find to identify any new leads generated which do not have any activities associated with them. Generate follow up calls for these leads.

Answer: b

2. Which of the following are features of a quick campaign?

Choose the 2 that apply.

A.A particular quick campaign can target both accounts and contacts.

B.Campaign costs can be tracked.

C.Campaign responses can be tracked.

D.A quick campaign can have one campaign activity.

Answer: cd

3. You are a Sales Representative working in Microsoft Dynamics CRM Outlook with offline access. You want to recording the details of an opportunity and have opened an account to view the information and need to know if the account is active. What is the most efficient way to locate this information?

A.Click on the Administration tab and check the status field.

B.Use the Status Bar at the bottom of the form to view the status of the record.

C.Use the Form Assistant at the right side of the entity to view the status.

D.Use the Inactive Accounts view to see if the account is present.

Answer: b

4. You are a sales manager and use mail merge to send letters to contacts. You have created a personal

email template for these contacts. The marketing manager sees your email template and would like to use it for sending letters to accounts. What is the best way to achieve this?

A.Share the template with the marketing manager.

B.Edit the template and select Make available to organization.

C.Change the template type from Contact to Global.

D.Show the marketing manager how to create an email template.

Answer: d

5. You are using the Microsoft Dynamics CRM Client for Office Outlook which has just been installed by your administrator. You want to record the details of a new business contact in Outlook and also in CRM. How can you achieve this?

Choose the 2 that apply.

A.Select New Contact from the Microsoft Dynamics CRM toolbar and enter the details of the new Contact.

B.Select New Contact from the Microsoft Dynamics CRM toolbar and enter the details of the new Contact and click Track in CRM.

C.Select File, New, Contact from the Outlook Menu and enter the details of the new Contact, and click Track in CRM.

D.Select File, New, Contact from the Outlook Menu and enter the details of the new Contact.

Answer: ac