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QUESTION 41

You need to associate a market segment with a specific advertising vendor. What should you do?

- A. Create the market segment and add a campaign to it.
- B. Create a campaign and add the market segment to it.
- C. Create the market segment and add a media outlet to it.
- D. Create a media outlet and add the market segment to it.

Answer: B

QUESTION 42

You create an event in Microsoft Dynamics Marketing, and add contacts from two lists to the event as attendees. What happens if a contact is on both lists?

- A. The attendance list includes one entry for the contact created from the first list imported.
- B. The attendance list includes two entries for the contact.
- C. The attendance list does not include the contact.
- D. The attendance list includes one entry for the contact created from the second list imported.

Answer: B

QUESTION 43

How many market segments can a market be segmented into?

- A. a maximum of one per demographic, psychographic, and geographic characteristic
- B. a maximum of one per media outlet
- C. an unlimited number
- D. a maximum of one per media type

Answer: D

QUESTION 44

Which two social media outlets can you add to Microsoft Dynamics Marketing? Each correct answer presents a complete solution.

- A. Yammer
- B. LinkedIn
- C. Twitter
- D. Facebook

Answer: AC

QUESTION 45

Which two field values are required to create a rate card in Microsoft Dynamics Marketing? Each correct answer presents part of the solution.

- A. Market
- B. Company
- C. Media Outlet
- D. Created By

Answer: BD

QUESTION 46

What happens when you select a rate card in Microsoft Dynamics Marketing and click the Delete button?

- A. The rate card is deactivated, but can be reactivated.
- B. The rate card is deleted and can be restored only by a Microsoft Dynamics Marketing Administrator.
- C. The rate card is deactivated and cannot be reactivated.
- D. The rate card is permanently deleted.

Answer: C

QUESTION 47

What is the effect of changing the Interval value on a media plan?

- A. It sets up the basic format of the media plan for data entry.
- B. It changes the available start dates and end dates.
- C. It changes the available calendar options.
- D. It changes the display of the analytical data.

Answer: D

QUESTION 48

Your company uses a marketing list to track registrations to the company newsletter.

At an industry event, 200 new contacts register to receive the company newsletter.

How can you create all the contacts and add them to the marketing list at the same time?

- A. Import the registrations into the marketing list
- B. Use the Microsoft Excel option.
- C. Use the Mass Update option.
- D. Import the contacts into the marketing list.

Answer: C

QUESTION 49

Which two statements about Microsoft Dynamics Marketing queries are correct? Each correct answer presents a complete solution.

- A. A query generates a set of contact records and adds each contact record to a static marketing list.
- B. A query generates a set of contact records that you can save as a static marketing list.

- C. A query generates a set of contact records and associates them with the query so they are always returned in the query record set.
- D. A query generates a set of contact records that you can send email marketing messages to.

Answer: AB

QUESTION 50

Which location in Microsoft Dynamics Marketing displays a comparison of budgeted expenses and actual expenses?

- A. the Result Metrics report
- B. the Budget section of the Expense Reconciliation page
- C. the Budget area of the budget worksheet
- D. the Expenses section of the budget workbook

Answer: B

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