

PRACTICE QUESTIONS

Microsoft

AB-210

Dynamics 365 Sales AI Consultant Associate

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EDITION Free Set 2

QUESTIONS 10

SHARED October 15, 2026

EXAM Microsoft AB-210, Dynamics 365 Sales AI Consultant Associate

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10 practice questions for the Microsoft AB-210 exam, Dynamics 365 Sales AI Consultant Associate, each followed by its answer and a short explanation. More free sets and the full practice exam:

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1. An executive asks whether her company must build its own machine learning model from scratch to use Sales Insights features. What is the best answer?
 - A Yes, the organization must upload a trained ONNX model file
 - B Yes, every seller must train a personal model before it works
 - C No, they are managed features tuned on your data
 - D No, but the features only run against an on-premises SQL Server

Answer: C

Sales Insights provides managed AI capabilities that are configured for the tenant and learn from the organization's own Dynamics 365 data, so no model has to be built from scratch. Uploading an ONNX file describes a custom model workflow that the product does not require, and an on-premises SQL Server conflicts with how Dynamics 365 Sales is delivered.

2. Turning on an AI feature in Dynamics 365 Sales gives every user in the environment access to every record in the organization.
 - A True
 - B False

Answer: B (False)

AI features do not bypass access control. Record visibility is still governed by security roles, business units and sharing rules, so a seller sees the same records with or without the feature. Assuming that enabling a feature widens access is the misconception this question tests.

3. Which description of a predictive score on a lead is most accurate?
 - A A signed forecast that the customer has committed to in writing
 - B A count of the emails that the lead has opened so far
 - C An estimate of likelihood based on similar past records
 - D A rating that the seller types in manually on each lead

Answer: C

A predictive score is a model's estimate of likelihood, learned from similar historical records, and it can be wrong for any individual lead. A signed commitment and a manually typed rating are different things, and an email count is an activity metric rather than a prediction.

4. A score that uses fields recorded after the outcome is a form of data _____.

Answer: leakage (also accepted: target leakage)

Target leakage occurs when an input contains information that only exists because the outcome happened, such as a final stage or a closed date. It inflates accuracy in testing and then fails on open records. Administrators should exclude outcome-derived fields from the inputs used to score open opportunities.

5. Which two outputs does conversation intelligence typically give a seller after a meeting? (Choose two.)

- A A summary of the topics discussed and the agreed next steps
- B A written discount approval from the finance team
- C Highlights of moments such as objections or competitor mentions
- D A permanent change to the customer's credit limit in billing
- E An automatic price change applied to the product catalog

Answer: A, C

Summaries of topics and next steps and highlights of key moments are the typical outputs, and they help the seller follow up. A discount approval, credit limit change and price change are business actions that a conversation analysis tool does not perform.

6. What is the purpose of a forecast category such as commit or best case?

- A To store the currency that is used for each opportunity amount
- B To set the sales tax rate that is applied on each invoice
- C To group opportunities by confidence that they will close
- D To assign the opportunity to a marketing campaign record

Answer: C

Categories express confidence levels, which lets managers roll up committed revenue separately from upside. Currency, tax rates and campaign attribution are different data points handled by other fields and processes, not by forecast categories.

7. A manager sees that the AI-suggested forecast is consistently higher than actual results for one team. What is the most sensible response?

- A Turn off forecasting for every team in the organization
- B Remove the managers' access to the forecast view entirely
- C Replace the forecast with last year's results for that team
- D Investigate that team's pipeline quality and stage discipline

Answer: D

A persistent gap points to a specific cause, usually stale stages or optimistic close dates, and the fix is to review that team's pipeline and process. Turning off forecasting everywhere or removing access hides the problem, and swapping in last year's results discards the current pipeline evidence.

8. Conversation insights can help a seller prepare for the next meeting by surfacing topics the customer raised previously.
- A True
 - B False

Answer: A (True)

Surfacing earlier topics and open questions is a common use of conversation history, because it lets the seller pick up where the last conversation ended. It is a preparation aid, and like every AI output it should be checked against the record.

9. Which statement about relationship analytics and privacy is most accurate?
- A Activity is analyzed for everyone by default, so no policy is needed
 - B Results are published to customers whenever they ask for them
 - C A written policy should define what activity is analyzed and who sees results
 - D Privacy rules only matter for systems that are hosted on premises

Answer: C

A written policy on scope, purpose and visibility is needed because activity data is personal data for the people involved. Default analysis without a policy, publishing results to customers and limiting privacy to on-premises systems are each incorrect.

10. Which setup step ensures that meetings appear in a seller's relationship activity?
- A Renaming every meeting so that it includes the record ID
 - B Exporting calendar events to a CSV file every night for review
 - C Asking customers to forward each invitation to a shared mailbox
 - D Connecting the seller's calendar through the supported sync setup

Answer: D

Meetings reach relationship analytics through the supported calendar connection, so that setup is the step that matters. Renaming meetings, nightly exports and forwarding invitations to a mailbox are manual workarounds that do not feed the analytics.