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QUESTION 1

To run a delta report in the Visual Business Director, a minimum of two _____ are required.

- A. data sources
- B. propositions
- C. input definitions
- D. strategies

Correct Answer: D

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

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QUESTION 2

When implementing a Next-Best-Action project, which step is recommended to be taken first?

- A. Define Issue and Group hierarchy
- B. Define propositions
- C. Define business rules
- D. Define prioritization formula

Correct Answer: A

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

QUESTION 3

When building a predictive model, the use of testing and validation samples _____.

- A. increases the accuracy of models
- B. enables model validation in strategies
- C. is mandatory for segmentation
- D. validates the quality of input data

Correct Answer: D

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

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QUESTION 4

Visual Business Director allows you to perform:

- A. What-if analysis
- B. Naive Bayesian analysis
- C. Predictive analysis
- D. Monte Carlo simulation

Correct Answer: A

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

QUESTION 5

Which decision component is used to arbitrate between propositions?

- A. Prioritize
- B. Adjudication
- C. Arbitration
- D. Decision Table

Correct Answer: C

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