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QUESTION 1

When executing a decision strategy, the blue dotted line in a decision strategy means _____.

- A. data is referenced by the component the arrow originates from
- B. data is copied to the component the arrow originates from
- C. data is copied to the component the arrow points to
- D. data is referenced by the component the arrow points to

Correct Answer: D

QUESTION 2

A customer's propensity to accept a proposition increases when _____.

- A. the proposition was rejected by similar customers
- B. similar propositions were accepted by the customer
- C. the proposition was accepted by similar customers
- D. similar propositions were rejected by the customer

Correct Answer: B

QUESTION 3

Next-Best-Action is a customer-centric marketing paradigm that balances _____.

- A. the customer's needs with the business objectives
- B. growth, retention, service, and risk mitigation
- C. business revenue with margin
- D. relevancy, context, timeliness, and consistency

Correct Answer: B

QUESTION 4

In which channels is the Contact Policy applicable?

- A. Inbound
- B. Web and Call Center



C. Omni-channel

D. Outbound

Correct Answer: B

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (205)

QUESTION 5

In Decision Management, individual customer behavior is captured by_____.

A. predictive models

B. interaction history

C. Visual Business Director

D. decision strategies

Correct Answer: A

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