



PEGACPMC74V1^{Q&As}

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QUESTION 1

In an offer flow, which is a valid value for the Response field in the Update Status shape?

- A. Neutral
- B. Resolved-Rejected
- C. Rejected
- D. Negative

Correct Answer: C

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

QUESTION 2

In a Real-time Event driven campaign, _____.

- A. contact policy restrictions are not applied
- B. volume constraint restrictions are applied
- C. the audience is always ignored
- D. campaign schedule options cannot be set

Correct Answer: A

QUESTION 3

Which property holds the information regarding control group membership?

- A. ControlGroupName
- B. MktValue
- C. MktName
- D. pyOutcome

Correct Answer: B

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (179)

QUESTION 4

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 5

Which of these belongs to the same group as the prioritization component?

- A. Filter
- B. Proportion
- C. Data import
- D. Data join

Correct Answer: A

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