



# PEGAPCDC80V1<sup>Q&As</sup>

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**QUESTION 1**

You are a company with a new and unique product, and you would like to offer it to the right customer. Given the scenario, which is the most effective rule type?

- A. Decision table
- B. Scorecard
- C. Adaptive Model
- D. Predictive Model

Correct Answer: A

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**QUESTION 2**

As a Strategy Designer, you have created two business issues (Sales and Retention) and a proposition group hierarchy for a mobile company, MyCo. You also defined propositions in the various business issues and groups. In a strategy defined in the "Retention" issue and the "X-Sell" group, you can import \_\_\_\_\_.

- A. propositions from X-Sell" group
- B. all propositions defined
- C. propositions from all groups under the "Retention" issue
- D. propositions from the Sales issue

Correct Answer: B

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**QUESTION 3**

U+ Bank has launched a new credit card for all customers with a premium bank account. As a Strategy Designer, you need to create propositions that involve the full customer life cycle: marketing, sales, and service. Which two valid propositions do you create? (Choose Two)

- A. Credit card number
- B. Credit card status
- C. No annual fee
- D. Address change

Correct Answer: BD

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**QUESTION 4**



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

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

Correct Answer: C

Reference: <https://community.pega.com/knowledgebase/articles/introduction-adaptive-models-reporting-72>

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#### QUESTION 5

A mobile company wants to introduce new data plans to target students. As a strategy designer, you create new data plan offers. Which offer attribute do you need to set to make the offer available in the contact center?

- A. Evidence
- B. KeyCode
- C. Channel
- D. Active

Correct Answer: D

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