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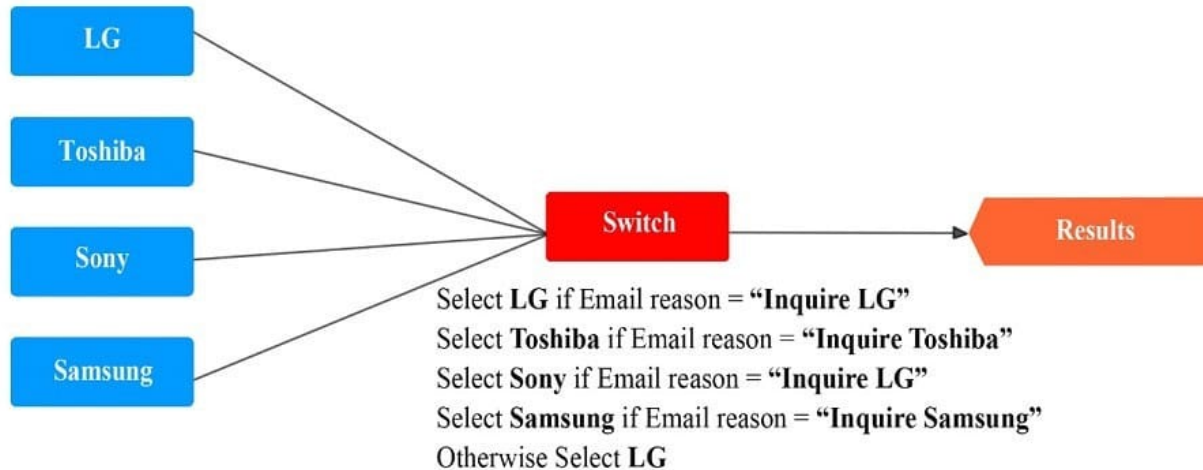## 100% Money Back Assurance

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QUESTION 1

MyCo, an electronics company, wants to recommend television brands to their customers based on incoming emails. As a Strategy Designer working for MyCo, you create the following Next-Best-Action strategy: If the Email reason is Inquire Philips, what does the Results of the strategy contain?

A. No offer

B. LG, Sony

C. Philips

D. LG

Correct Answer: D

QUESTION 2

In Pega Customer Decision Hub, you can save a regression model as a _____.

A. Predictive model rule

B. Scorecard rule

C. Decision Tree rule

D. Regression Model rule

Correct Answer: B

QUESTION 3

To which property is the output of a Predictive Model Markup Language (PMML) model automatically mapped?

A. pxOutcome

B. pxResult

C. pxPMMLOutput

D. pxSegment

Correct Answer: A

QUESTION 4

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

QUESTION 5

To access a property from an unconnected component, you use the _____.

A. dot-property value directly

B. component-dot-property construct

C. property value

D. customer dot-property construct

Correct Answer: C

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