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QUESTION 1

When a customer is offered a proposition he has already accepted, this is because_____.

- A. the propositions are filtered based on eligibility
- B. there is no filter for previously accepted offers in the strategy
- C. the customer intent was captured incorrectly
- D. the strategy uses interaction history to exclude previously accepted files

Correct Answer: A

QUESTION 2

The Prioritize component sorts offers in _____.

- A. ascending order only
- B. descending order only
- C. random order
- D. ascending or descending order

Correct Answer: D

QUESTION 3

Which Predictive Model Markup Language (PMML) model type is supported by Pega?

- A. Adaptive Model
- B. Scorecard
- C. Decision Table
- D. PMML Model

Correct Answer: B

Reference: <https://community.pega.com/knowledgebase/supported-pmml-model-types>

QUESTION 4

The number of results returned by an Interaction History component can be narrowed down based on _____.



- A. the customer lifetime value
- B. the age of the customer
- C. a time period
- D. the total count of propositions in a given channel

Correct Answer: C

QUESTION 5

DRAG DROP

A financial institution wants to offer a new exclusive credit card to customers who have spent over USD 1000 in the last six months and have not received an offer for another card. Put the components in the correct order to accomplish this task.

Select and Place:

Components

Filter

Group By

Interaction history

Results

Correct order

Correct Answer:

Components

Correct order

Interaction history

Results

Filter

Group By

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