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QUESTION 1

A large online store wants to adapt to changing customer behavior, and at the same time does not want to get earned away by every next hype in the market. Adaptive models can help accomplish both business objectives.

Which statement about adaptive models is correct?

- A. Adaptive models perform a spectrum model calculation.
- B. Adaptive models perform a scoring model calculation.
- C. Adaptive models require underlying predictive models.
- D. Adaptive models are regression models.

Correct Answer: D

QUESTION 2

A Scoring Model allows you to differentiate between

- A. Good, Bad, Unknown
- B. Good, Better, Best
- C. Accept, Reject, Maybe Later
- D. Good, Bad

Correct Answer: D

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762- StudentGuide.pdf>

QUESTION 3

The implementation of Next-Best-Action must involve

- A. inclusion of third party predictive models
- B. defining a prioritization formula using contact policies
- C. building a product catalog
- D. defining business issue and group hierarchy

Correct Answer: D

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762- StudentGuide.pdf>



QUESTION 4

The Prediction Studio portal supports the creation of two distinct types of predictive Scoring models are used to_____.

- A. score different propositions
- B. predict continuous behavior
- C. differentiate between good, better and best
- D. predict binary behavior

Correct Answer: D

QUESTION 5

Which Adaptive Model output is automatically mapped to a strategy property?

- A. performance
- B. evidence
- C. propensity
- D. score

Correct Answer: B

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