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QUESTION 1

The Prioritize component always outputs _____.

A. all eligible offers

B. top 1 offer

C. top 3 offer

D. an arbitrary number of offers

Correct Answer: A

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

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QUESTION 2

For an Adaptive Model to react quickly to changes in customer behavior, the _____.

A. performance threshold should be set to a low number

B. model must always evaluate all customer responses

C. strategy must include the calculation for smooth propensity

D. value of the memory setting should be set to a low number

Correct Answer: A

QUESTION 3

What does a dotted line from a "Group By" component to a "Filter" component mean?

A. There is a one-to-one relationship between the "Group By" and the "Filter" components.

B. To evaluate the "Group By" component, the "Filter" component is evaluated first.

C. A property from the "Group By" is referenced by the "Filter" component.

D. Information from the "Group By" is copied over to the "Filter" component.

Correct Answer: A

QUESTION 4

What are the most important aspects taken into consideration when determining the Next-Best-Action?

A. Product discounts and business profitability

B. Network bandwidth and call duration

C. Market trends and customer satisfaction

D. Business objectives and customer needs

Correct Answer: D

QUESTION 5

Pega Adaptive Models _____.

A. involve a significant human effort to develop

B. require historical data

C. learn about customer behavior in real time

D. can only be used in inbound channels

Correct Answer: C

QUESTION 6

The Prioritize component sorts offers in _____.

A. descending order only

B. ascending or descending order

C. random order

D. ascending order only

Correct Answer: C

QUESTION 7

When compared to a Predictive Model, an Adaptive Model is different as it _____.

A. can use strategy properties as predictors

B. considers both symbolic and numeric predictors

C. learns from both positive and negative outcomes

D. uses predictor binning

Correct Answer: C

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

QUESTION 8

In a prioritization expression, to balance the customer needs and business objectives you adjust _____.

A. customer contact rules

B. weights and levels

C. product compatibility rules

D. product eligibility rules

Correct Answer: B

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

QUESTION 9

What is a proposition in Pega Customer Decision HubTM?

A. Customer facing action

B. Treatment

C. Offers for sales, cross sell, or retention

D. Service or retention offer

Correct Answer: C

QUESTION 10

In a decision strategy, which decision component both filters relevant offers and prioritizes these offers?

A. Group By component

B. Switch component

C. Prioritize component

D. Filter component

Correct Answer: C

QUESTION 11

The implementation of Next-Best-Action must involve _____.

A. building a product catalog

B. defining business issue and group hierarchy

C. inclusion of third party predictive models

D. defining a prioritization formula based on marketing weight

Correct Answer: B

QUESTION 12

One of the purposes of the Interaction History decision component is to _____.

A. capture all interactions with the customer

B. verify is a customer is eligible for an offer

C. determine if a proposition has been offered before

D. retrieve all proposition properties

Correct Answer: C

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

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QUESTION 13

When building a predictive model, the use of testing and validation samples _____.

A. increases the accuracy of models

B. enables model validation in strategies

C. is mandatory for segmentation

D. validates the quality of input data

Correct Answer: D

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

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QUESTION 14

To reference a customer property in a strategy, you need to prefix the property name with the keyword _____.

A. No prefix. Use directly the property name.

B. "."

C. "Data."

D. "Customer."

Correct Answer: B

Reference: https://community.pega.com/sites/default/files/help_v731/designer-studio/expressionbuilder/
ref_referprop_clipboard.htm

QUESTION 15

When implementing a Next-Best-Action project, which step is recommended to be taken first?

A. Define Issue and Group hierarchy

B. Define propositions

C. Define business rules

D. Define prioritization formula

Correct Answer: A

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

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