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QUESTION 1

When configuring an Adaptive Model, the property type Integer is automatically translated to which predictor type?

A. Symbolic

B. Numeric

C. Alphanumeric

D. Number

Correct Answer: A

Reference: https://community1.pega.com/community/pega-academy/question/comparison-adaptivemodel-vs-predictive-model

QUESTION 2

Adaptive model predictors are selected from the _____.

A. communication channel

B. similar propositions

C. customer profile

D. proposition profile

Correct Answer: C

QUESTION 3

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 4

Proactive retention is applicable when a customer is _____.

A. initiating contact to churn

B. in a collections process

C. likely to churn

D. a high value customer

Correct Answer: C

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

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QUESTION 5

The Adaptive Model instance is created when you _____.

A. execute the strategy containing the Adaptive Model component

B. create an Adaptive Model rule

C. configure an Adaptive Model decision component

D. import an Adaptive Model definition rule

Correct Answer: A