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QUESTION 1

To which types of decisions can Decision Management be applied?

A. Determining the cause of a customer\'s problem

B. Determining why response rates for a campaign in one region are below average

C. Determining how to retain a customer and what budget we should spend

D. Determining how to optimize the product portfolio to increase market share

Correct Answer: B

QUESTION 2

What happens when you increase the performance threshold setting of an adaptive model rule?

A. The number of active predictors increases.

B. The number of active predictors may decrease.

C. The correlation threshold decreases.

D. The performance of the model is increased.

Correct Answer: B

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

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QUESTION 3

When building a predictive model, the Data Analysis stage is where you _____.

A. create data samples

B. select the input data

C. group predictors

D. determine the output field

Correct Answer: C

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

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QUESTION 4

In Pega Customer Decision HubTM, the characteristics of a proposition are defined using _____.

A. properties

B. banners

C. logos

D. plain text

Correct Answer: A

QUESTION 5

Next-Best-Action maximizes the customer lifetime value by _____.

A. using consistency rules in the Next-Best-Action decision strategy

B. building Next-Best-Action on top of each other across every interaction

C. monitoring the customer interactions in all channels

D. using arbitration metrics in the Next-Best-Action decision strategy

Correct Answer: C

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