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QUESTION 1

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 2

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 3

If you would like to ensure that the strategy outputs at most one Proposition, the best component to achieve this is the _____.

A. It is not possible, unless you only have only one Proposition.

B. Prioritize

C. Switch

D. Filter

Correct Answer: C

QUESTION 4

After launching a new product, the delta mode in Visual Business Director could show _____.

A. the volume difference between the new product and the existing products

B. the date when the new product was introduced

C. the volume of the existing products

D. a green shape for the product added

Correct Answer: A

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

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QUESTION 5

Adaptive model predictors are selected from the _____.

A. communication channel

B. similar propositions

C. customer profile

D. proposition profile

Correct Answer: C