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QUESTION 1

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

QUESTION 2

In a decision strategy, the Adaptive Model decision component belongs to the _____.

- A. Decision Analytics category
- B. Business Rules category
- C. Arbitration category
- D. Predictive Model category

Correct Answer: A

QUESTION 3

When a customer is offered a proposition he has already accepted, this is because _____.

- A. the strategy uses interaction history to exclude previously accepted offers
- B. the customer intent was captured incorrectly
- C. the propositions are filtered based on eligibility
- D. there is no filter for previously accepted offers in the strategy

Correct Answer: D

QUESTION 4

To build a predictive model, use _____.

- A. Pega Customer Service
- B. Pega Marketing



C. Pega Decision Management

D. Pega Platform

Correct Answer: D

Reference: https://community.pega.com/sites/default/files/help_v73/dsm/da-portal/tasks/da-creatingpredictive-model-tsk.htm

QUESTION 5

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>

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