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QUESTION 1

Which flow shape launches an external process?

- A. External shape
- B. End shape
- C. Hand Off shape
- D. Process shape

Correct Answer: C

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (239)

QUESTION 2

If you define a contact policy with multiple limits for the same channel, _____.

- A. the contact policy will fail
- B. the contact policy will apply the first limit only
- C. you get an error
- D. the contact policy will apply all limits

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (198)

QUESTION 3

In a real-time container, when Impression capture is set to Captured by channel, then _____.

- A. the channel records the impression in its own system
- B. Pega Marketing asks the channel to record an impression
- C. Pega Marketing records an impression anyway
- D. the channel can explicitly request to record an impression

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (347)

QUESTION 4



In the context of real-time containers, when Pega Marketing receives a click through _____.

- A. both the impression and a click through are recorded
- B. a click through is only recorded if it is enabled
- C. the offer flow is always initiated
- D. a click through is always recorded

Correct Answer: D

QUESTION 5

The Business Issue-Group hierarchy is used to organize _____.

- A. decision components
- B. predictive models
- C. customer interactions
- D. propositions

Correct Answer: D

Reference: https://community.pega.com/sites/default/files/help_v73/dsm/tasks/dsm-pm-hierarchy-creatingbusiness-group-tsk.htm

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