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QUESTION 1

What is the relationship between items in a proposition hierarchy?

- A. Issues have multiple propositions, and propositions can be in the multiple groups.
- B. Issues have multiple groups, and groups have multiple propositions.
- C. Groups contains multiple issues, and issues have multiple propositions.
- D. Propositions must belong to a group or be top level.

Correct Answer: C

QUESTION 2

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

QUESTION 3

When a customer is offered a proportion that was already accepted, this is because_____.

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

Correct Answer: C

QUESTION 4

In order to measure success of a web campaign, you capture _____.



- A. total page visits
- B. total impressions
- C. total number of products
- D. total number of visitors

Correct Answer: A

QUESTION 5

In a real time container, if the Click through behavior is set to Capture click through only, then the _____.

- A. click through URL is not returned
- B. offer flow is not initiated
- C. channel only records the click through
- D. click through is not recorded in the interaction history

Correct Answer: C

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