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QUESTION 1
Visual Business Director can be used to
A. import an inspect an external dataset
B. compare two datasets
C. predict customer behavior
D. inspect interactions of a single customer
Correct Answer: D
QUESTION 2
You are the Decisioning Consultant on an AI-powered one-to-one Customer Engagement implementation project. You are asked to design the Next-Best-Action prioritization expression that balances the customer needs with the business
objectives.
What factor do you consider in the prioritization expression?
A. offer relevancy
B. customer contact policy
C. predicted customer behavior
D. offer eligibility
Correct Answer: D
QUESTION 3
To calculate the average margin of four Propositions, you must use
A. one Group By component
B. four Group By components
C. four Set Property components
D. one Set Property component
Correct Answer: C

QUESTION 4



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Arbitration components provide the ability to	
A. arbitrate between different business issues	
B. make calculations based upon a list of propositions	
C. filter propositions based on priority and relevance	
D. choose between propositions	
Correct Answer: C	
Reference: https://www.slideshare.net/bhaskarvittal/pega-decision-strategy-manager-dsm	
QUESTION 5	
When a customer is offered a proposition he has already accepted, this is because	
A. the propositions are filtered based on eligibility	
B. there is no filter for previously accepted offers in the strategy	
C. the customer intent was captured incorrectly	
D. the strategy uses interaction history to exclude previously accepted files	
Correct Answer: A	
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