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QUESTION 1

In a strategy, the propositions are imported using a(n) _____.

- A. Data Import component
- B. Offer Data component
- C. Import Data component
- D. Proposition Data component

Correct Answer: A

Reference: https://community.pega.com/sites/default/files/help_v719/rule-/rule-decision-/rule-decision-strategy/components/import.htm

QUESTION 2

DRAG DROP

Designing the Next-Best-Action strategy that drives AI-powered one-to-one Customer Engagement is a staged process. Each stage refines the proposition selection process. Place the stages in the order of implementation.

Select and Place:

Stages

- Define the prioritization formula
- Define the business issue and proposition group hierarchy
- Define the propositions
- Define proposition eligibility rule

Implementation Order

Correct Answer:

Stages

Implementation Order

- | |
|---|
| Define proposition eligibility rule |
| Define the propositions |
| Define the prioritization formula |
| Define the business issue and proposition group hierarchy |



QUESTION 3

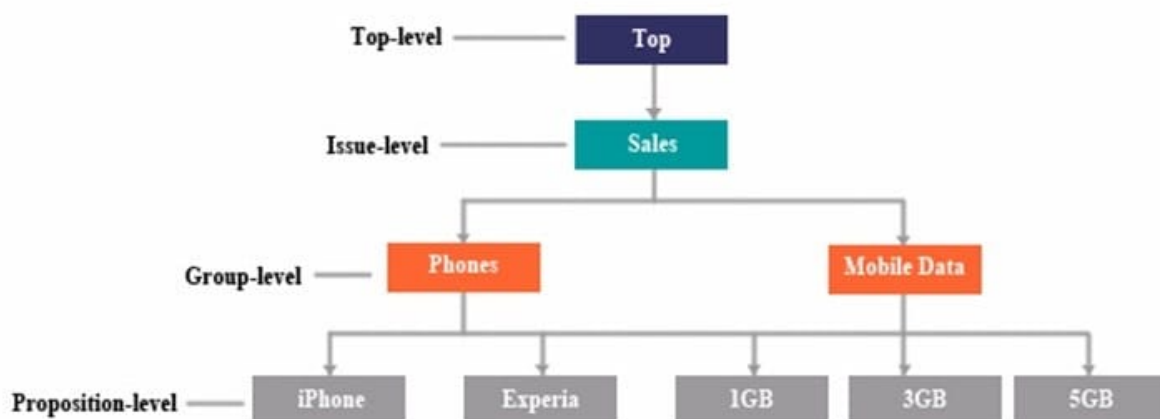
To use Product Holdings information in your strategy, which of the following components do you use?

- A. Decision Parameters
- B. Property Set
- C. Data Import
- D. Product Holdings

Correct Answer: C

QUESTION 4

MyCo, a mobile company, uses Pega Marketing, powered by Pega Customer Decision Hub, to display marketing offers to its customers on its website. The company would like to display more relevant offers to customers based on customer behavior. The following is the proposition hierarchy in the Next-Best-Action Designer.



Both the groups are configured with a relevancy strategy and eligibility criteria.

The company would like to arbitrate across the offers in the two groups and select the best offer based on customer behavior. To meet this business requirement, at which level should the Strategy Designer configure the proposition prioritization strategy?

- A. Eligibility-level
- B. Group-level
- C. Issue-level



D. Proposition-level

Correct Answer: D

QUESTION 5

To create channel-specific Adaptive Model instances, you _____.

- A. set channel information in the strategy
- B. set the channel option in the Adaptive Model component
- C. do nothing; Adaptive Model instances are always channel specific
- D. create channel specific Adaptive Model definition

Correct Answer: B

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