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QUESTION 1

A company wants to capture the sentiment of relevant Twitter messages to allow its customer service representatives to concentrate only on the negative ones. Sentiment refers to the general attitude of the author towards a subject and can be _____.

- A. Defensive
- B. Absent
- C. Positive
- D. Offensive

Correct Answer: C

QUESTION 2

In order to associate an Adaptive Model with each proposition, you need to _____.

- A. link all propositions with an Adaptive Model decision component
- B. create an Adaptive Model rule for each proposition
- C. capture the customer's response
- D. define the Adaptive Model instances in Adaptive Decision Manager

Correct Answer: D

QUESTION 3

The number of results returned by an Interaction History component can be narrowed down based on _____.

- A. the customer lifetime value
- B. the age of the customer
- C. a time period
- D. the total count of propositions in a given channel

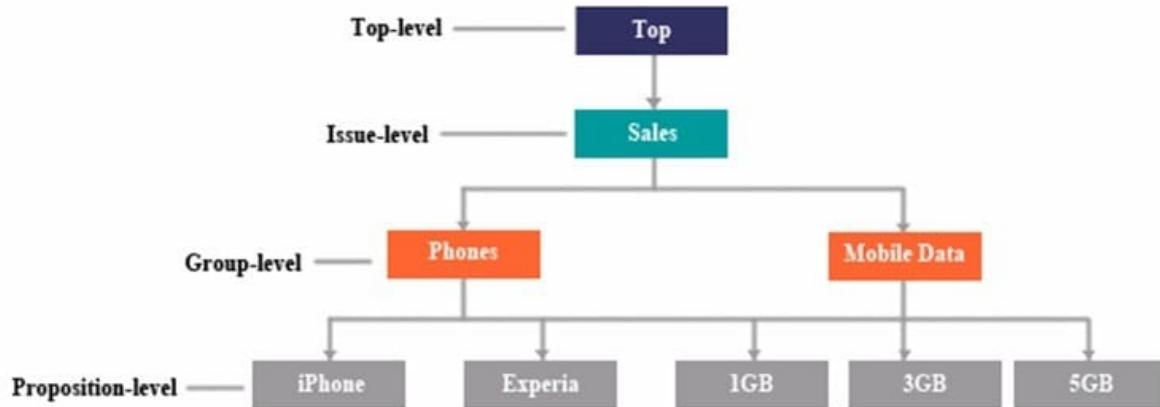
Correct Answer: C

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.

As a Strategy Designer, what must you configure in order to meet this requirement?

- A. Prioritization strategy
- B. Propensity at the group level
- C. Metrics of the adaptive model
- D. Target audience

Correct Answer: D

QUESTION 5

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>



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