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QUESTION 1 When a customer is offered a proposition he has already accepted, this is because ___ A. the strategy uses interaction history to exclude previously accepted offers B. the customer intent was captured incorrectly C. the propositions are filtered based on eligibility D. there is no filter for previously accepted offers in the strategy Correct Answer: D **QUESTION 2** Visual Business Director allows you to perform: A. What-if analysis B. Naive Bayesian analysis C. Predictive analysis D. Monte Carlo simulation Correct Answer: A Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf **QUESTION 3** To run a delta report in the Visual Business Director, a minimum of two _____ are required. A. data sources B. propositions C. input definitions D. strategies Correct Answer: D Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (123)

QUESTION 4

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in Peda	Decision	Management.	ındıviduai	customer	penavior is	captured by:

- A. Interaction history
- B. Visual Business Director
- C. Predictive models
- D. Decision strategies

Correct Answer: C

QUESTION 5

To define the relationship between Customer and Product Usage, you must create the Product Usage property in the

- A. Product class
- B. Strategy Result class
- C. Customer class
- D. Product Usage class

Correct Answer: D

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