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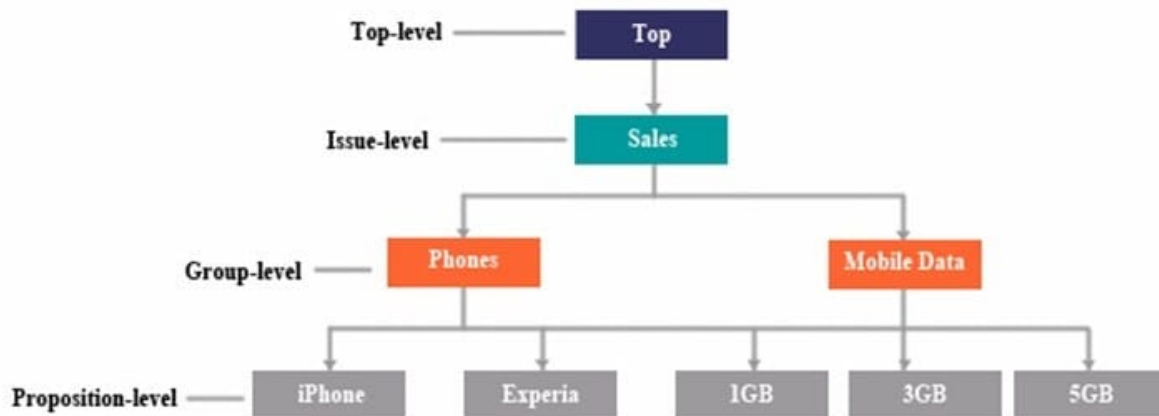
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QUESTION 1

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 2

Selection components provide the ability to _____.

- A. import results from other strategies
- B. make calculations based upon a list of propositions
- C. filter propositions based on priority and relevance

D. choose between a sales and a service proposition

Correct Answer: C

QUESTION 3

What is the name of the property that is automatically recomputed for each decision component?

- A. Order
- B. Propensity
- C. Priority
- D. Rank

Correct Answer: B

Reference: <https://community.pega.com/knowledgebase/articles/declaratives-decisions-and-validation-overview>

QUESTION 4

What is the key difference between a predictive model and human expert?

- A. Predictive models are more capable of detecting patterns in historical data.
- B. Humans are better at dealing with structured data and identifying patterns.
- C. Humans make successful predictions on a large amount of data.
- D. Predictive models always outperform human experts.

Correct Answer: A

QUESTION 5

To run a delta report in the Visual Business Director, a minimum of two _____ are required.

- A. data sources
- B. input definitions
- C. propositions
- D. strategies

Correct Answer: A

Delta Mode shows the difference between Source Data and Reference Data.

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