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QUESTION 1

In a Set Property component, the Rank value is determined by _____.

A. the default value of the Rank

B. the sequence in which it appears on the canvas

C. the data transform

D. the order in which the propositions are received

Correct Answer: D

Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf

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QUESTION 2

What is the key characteristic that Next-Best-Action must consider to satisfy customer needs?

A. Service

B. Consistency

C. Mobility

D. Sociability

Correct Answer: B

QUESTION 3

Pega\\'s ability to turn data into insight into action is known as:

A. business rules

B. adaptive analytics

C. big data

D. Next-Best-Action

Correct Answer: D

Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf

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QUESTION 4

Which category contains the Set Property component?

A. Arbitration category

B. Enrichment category

C. Data Import category

D. Business Rules category

Correct Answer: B

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QUESTION 5

Predictive Analytics is a _____.

A. real time predictive dashboard

B. method of visualizing our data

C. science concerned with finding repeatable patterns in data

D. query, reporting and a search tool

Correct Answer: C

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QUESTION 6

Aggregation components provide the ability to _____.

A. make calculations based upon a list of propositions

B. set a text value to a strategy property

C. filter propositions based on priority and relevance

D. choose between propositions

Correct Answer: A

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QUESTION 7

When building a predictive model, the use of testing and validation samples _____.

A. increases the accuracy of models

B. enables model validation in strategies

C. is mandatory for segmentation

D. validates the quality of input data

Correct Answer: D

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QUESTION 8

From two churn models with the similar performance, we choose the one with the _____.

A. highest churn rate

B. highest number of predictors

C. fewest number of predictors

D. most evidence

Correct Answer: A

QUESTION 9

In a decision strategy, the Switch component can _____.

A. be used to test two strategies against each other

B. make references to Switch decision components in other strategies

C. be used to calculate the propensity

D. be used to arbitrate between two decision logic paths

Correct Answer: A

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QUESTION 10

Which of the following is a good candidate for a predictor in a Scoring Model?

A. Customer Date of Birth

B. Mobile Phone Number

C. Total International Minutes

D. Customer Name

Correct Answer: C

QUESTION 11

What does a dotted line from a "Group By" component to a "Filter" component mean?

A. There is a one-to-one relationship between the "Group By" and the "Filter" components.

B. To evaluate the "Group By" component, the "Filter" component is evaluated first.

C. A property from the "Group By" is referenced by the "Filter" component.

D. Information from the "Group By" is copied over to the "Filter" component.

Correct Answer: A

QUESTION 12

In an Adaptive Model rule, what is a valid predictor data type?

A. Character

B. Symbolic

C. Boolean

D. String

Correct Answer: B

QUESTION 13

One of the purposes of the Interaction History decision component is to _____.

A. capture all interactions with the customer

B. verify is a customer is eligible for an offer

C. determine if a proposition has been offered before

D. retrieve all proposition properties

Correct Answer: C

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QUESTION 14

Which metric is used in the Proposition Distribution report?

A. Accept rate

B. Volume

C. Target budget

D. Total revenue

Correct Answer: A

QUESTION 15

Business rules that determine if a customer is eligible for a particular proposition are also known as _____.

A. Contact rules

B. Hard rules

C. Soft rules

D. Marketing rules

Correct Answer: A

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