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QUESTION 1

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 2

When compared to a Predictive Model, an Adaptive Model is different as it _____.

A. can use strategy properties as predictors

B. considers both symbolic and numeric predictors

C. learns from both positive and negative outcomes

D. uses predictor binning

Correct Answer: C

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

QUESTION 3

The Next-Best-Action strategies must be _____.

A. secured and modified only by IT

B. simple and straight forward

C. easy to be changed by the business

D. complex and forensically calculated

Correct Answer: B

QUESTION 4

When implementing a Next-Best-Action project, which step is recommended to be taken first?

A. Define Issue and Group hierarchy

B. Define propositions

C. Define business rules

D. Define prioritization formula

Correct Answer: A

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

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QUESTION 5

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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