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QUESTION 1

What is the key component of a Next-Best-Action strategy?

- A. Strategy
- B. Work flow
- C. Decision table
- D. Predictive model

Correct Answer: D

QUESTION 2

To extend a Customer data model with Product Holdings data, we need a _____.

- A. Data Join
- B. Data Import
- C. Compose
- D. Join

Correct Answer: A

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

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QUESTION 3

For an Adaptive Model to react quickly to changes in customer behavior, the _____.

- A. performance threshold should be set to a low number
- B. model must always evaluate all customer responses
- C. strategy must include the calculation for smooth propensity
- D. value of the memory setting should be set to a low number

Correct Answer: A

QUESTION 4

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

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

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QUESTION 5

In Pega Decision Management, individual customer behavior is captured by:

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

Correct Answer: C

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