

# PEGACPMC74V1<sup>Q&As</sup>

Certified Pega Marketing Consultant (CPMC) 74V1

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#### **QUESTION 1**

Which category contains the Set Property component?

- A. Data Import category
- B. Arbitration category
- C. Enrichment category
- D. Business Rules category

Correct Answer: C

Reference: https://community.pega.com/sites/default/files/help\_v719/rule-/rule-decision-/rule-decisionstrategy/components/enrichment.htm

#### **QUESTION 2**

In web marketing, the click through metric indicates the number of customers who have \_\_\_\_\_

- A. deferred responding to the offer
- B. clicked the offer
- C. reacted positively to the offer
- D. viewed the offer

Correct Answer: B

#### **QUESTION 3**

The Filter component is used to filter \_\_\_\_\_.

- A. propositions
- B. attributes
- C. adaptive models
- D. customers

Correct Answer: A

#### **QUESTION 4**

On the File landing page, the status of output file template shows "In Progress". What action is required to see the data?



- A. Downloading
- B. Finalizing and downloading
- C. Waiting until the status changes to "Completed"
- D. Checking in the file output template

Correct Answer: D

#### **QUESTION 5**

In a decision strategy, which decision component both filters relevant offers and prioritizes these offers?

- A. Prioritization component
- B. Filter component
- C. Group By component
- D. Switch component
- Correct Answer: A

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