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QUESTION 1

QUESTION I
To define the relationship between Customer and Product Usage, you must create the Product Usage property in the
A. Product class
B. Strategy Result class
C. Customer class
D. Product Usage class
Correct Answer: D
QUESTION 2
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 3
The Prioritize component always outputs
A. all eligible offers
B. top 1 offer
C. top 3 offer
D. an arbitrary number of offers
Correct Answer: A
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf
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QUESTION 4

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 5

Which statement about predictive models is true?

- A. You need past experience to create a predictive model.
- B. They need unstructured big data.
- C. They are always associated with a proposition.
- D. They need to be specified in a data attribute.

Correct Answer: A

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Questions

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