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QUESTION 1

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 2

Which is a Key Performance Indicator?

- A. Action
- B. Outcome
- C. Volume
- D. Channel

Correct Answer: A

QUESTION 3

When a new component is added to the strategy canvas, its Rank value will be _____.

- A. 1
- B. One higher than the current highest Rank
- C. Not set
- D. 0

Correct Answer: A

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

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QUESTION 4



Which function is available when configuring the Group By component?

- A. Multiply
- B. True if Some
- C. Divide
- D. Average

Correct Answer: D

Reference: https://community.pega.com/sites/default/files/help_v719/rule-/rule-decision-/rule-decisionstrategy/components/aggregation.htm

QUESTION 5

In Pega Decision Management, a banner on a website can represent _____.

- A. dimension
- B. strategy
- C. channel
- D. proposition

Correct Answer: B

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