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QUESTION 1

One of the purposes of the Interaction History decision component is to _____.

- A. capture all interactions with the customer
- B. verify if a customer is eligible for an offer
- C. determine if a proposition has been offered before
- D. retrieve all proposition properties

Correct Answer: C

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

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QUESTION 2

Next-Best-Action maximizes the customer lifetime value by _____.

- A. using consistency rules in the Next-Best-Action decision strategy
- B. building Next-Best-Action on top of each other across every interaction
- C. monitoring the customer interactions in all channels
- D. using arbitration metrics in the Next-Best-Action decision strategy

Correct Answer: C

QUESTION 3

In a decision strategy, the Switch component can _____.

- A. be used to test two strategies against each other
- B. make references to Switch decision components in other strategies
- C. be used to calculate the propensity
- D. be used to arbitrate between two decision logic paths

Correct Answer: A

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

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QUESTION 4

In the delta view in Visual Business Director, what does the green colored shape indicate?

- A. The Reference data is valid.
- B. The Source data value is larger than the Reference data value.
- C. The Source data is valid.
- D. The Source data value is smaller than the Reference data value.

Correct Answer: C

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

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QUESTION 5

To build a predictive model, use _____.

- A. Pega Customer Service
- B. Pega Marketing
- C. Pega Decision Management
- D. Pega Platform

Correct Answer: D

Reference: https://community.pega.com/sites/default/files/help_v73/dsm/da-portal/tasks/da-creatingpredictive-model-tsk.htm

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