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QUESTION 1

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

QUESTION 2

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

- A. Group By component
- B. Switch component
- C. Prioritize component
- D. Filter component

Correct Answer: C

QUESTION 3

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 4

The Predictive Model Markup Language (PMML) allows for predictive models to _____.

- A. be developed faster
- B. be easily shared between applications



C. use the same modelling process

D. perform better

Correct Answer: B

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

QUESTION 5

Through analysis of customer lifecycles, Next-Best-Action _____.

A. anticipates retention issues

B. provides future sales reports

C. provides fulfillment services D. identifies global sales targets

Correct Answer: A

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