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QUESTION 1

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 2

The number of results returned by an Interaction History component can be narrowed down based on _____.

- A. the age of the customer
- B. a time period
- C. the customer lifetime value
- D. the total count of propositions in a given channel

Correct Answer: B

QUESTION 3

The point at which smooth propensity and actual propensity converge is when _____.

- A. actual evidence is greater than starting evidence
- B. starting evidence is greater than actual evidence
- C. starting propensity is greater than actual propensity
- D. actual propensity is greater than starting propensity

Correct Answer: A

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

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QUESTION 4

Aggregation components provide the ability to _____.

- A. make calculations based upon a list of propositions
- B. set a text value to a strategy property
- C. filter propositions based on priority and relevance
- D. choose between propositions

Correct Answer: A

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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