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QUESTION 1

When executing a decision strategy, the blue dotted line in a decision strategy means _____.

- A. data is referenced by the component the arrow points to
- B. data is copied to the component the arrow points to
- C. data is copied to the component the arrow originates from
- D. data is referenced by the component the arrow originates from

Correct Answer: A

QUESTION 2

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 3

When implementing Next-Best-Action, the Customer Lifetime Value Threshold is typically used to _____.

- A. prioritize high value propositions
- B. prioritize customers
- C. determine if the customer is eligible
- D. calculate the customer's lifetime value

Correct Answer: C

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

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QUESTION 4

The Adaptive Model output that is automatically mapped to a strategy property is _____.

- A. performance
- B. propensity
- C. evidence
- D. score

Correct Answer: C

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

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QUESTION 5

Visual Business Director can be used to _____.

- A. inspect interactions of a single customer
- B. compare two datasets
- C. predict customer behavior
- D. import and inspect and external dataset

Correct Answer: B

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