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QUESTION 1

In Decision Management, individual customer behavior is captured by_____.

- A. predictive models
- B. interaction history
- C. Visual Business Director
- D. decision strategies

Correct Answer: A

QUESTION 2

The Business Issue-Group hierarchy is used to organize _____.

- A. decision components
- B. predictive models
- C. customer interactions
- D. propositions

Correct Answer: D

Reference: https://community.pega.com/sites/default/files/help_v73/dsm/tasks/dsm-pm-hierarchy-creatingbusiness-group-tsk.htm

QUESTION 3

Next-Best-Action is a customer-centric marketing paradigm that balances _____.

- A. the customer's needs with the business objectives
- B. growth, retention, service, and risk mitigation
- C. business revenue with margin
- D. relevancy, context, timeliness, and consistency

Correct Answer: B

QUESTION 4

What is the relationship between items in a proposition hierarchy?



- A. Issues have multiple propositions, and propositions can be in the multiple groups.
- B. Issues have multiple groups, and groups have multiple propositions.
- C. Groups contains multiple issues, and issues have multiple propositions.
- D. Propositions must belong to a group or be top level.

Correct Answer: C

QUESTION 5

In a decision strategy, in the "Test run" panel you can _____.

- A. enter input values
- B. choose an Input Definition
- C. choose a Data Transform
- D. choose a Report Definition

Correct Answer: C

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