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QUESTION 1

In the Next-Best-Action designer, the Pega Customer Decision Hub™ evaluates the business goal level decisions _____.

- A. in numerical order
- B. in alphabetical order
- C. from top to bottom
- D. in a random order

Correct Answer: D

QUESTION 2

The Filter component is used to filter _____.

- A. propositions
- B. attributes
- C. adaptive models
- D. customers

Correct Answer: A

QUESTION 3

In a strategy, the proportions are imported using _____.

- A. Data Import component
- B. Offer Data component
- C. Import Data component
- D. Proportion Data component

Correct Answer: D

Reference: <https://community1.pega.com/community/pega-academy/question/offer-proposition-andstrategy>

QUESTION 4

To reuse existing HTML content in an email treatment, you would _____.



- A. convert the content to normal text first
- B. copy and paste the HTML content
- C. use the HTML-only treatment
- D. use the HTML import function

Correct Answer: D

QUESTION 5

If you define a contact policy with multiple limits for the same channel, _____.

- A. the contact policy will fail
- B. the contact policy will apply the first limit only
- C. you get an error
- D. the contact policy will apply all limits

Correct Answer: D

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (198)

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