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QUESTION 1

A customer's propensity to accept a proposition increases when _____.

- A. the proposition was rejected by similar customers
- B. similar propositions were accepted by the customer
- C. the proposition was accepted by similar customers
- D. similar propositions were rejected by the customer

Correct Answer: B

QUESTION 2

To add an additional property to an Event Payload, you must _____.

- A. declare a new event sub type
- B. create a new property in the event strategy
- C. add a new strategy property
- D. create a new property in the PegaMKT-Data-Event class

Correct Answer: A

QUESTION 3

An Adaptive Model instance is created when you _____.

- A. restart the Adaptive Decision Manager service
- B. execute a strategy containing the Adaptive Model component
- C. save the Adaptive Model rule
- D. open the Adaptive Model Management landing page

Correct Answer: B

QUESTION 4

In an offer flow, which is a valid value for the Response field in the Update Status shape?

- A. Neutral
- B. Resolved-Rejected



C. Rejected

D. Negative

Correct Answer: C

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

QUESTION 5

How do we refer to a segment that is used to test the impact of a specific offer?

A. Target Segment

B. Control Group

C. Test Group

D. Validation Set

Correct Answer: B

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