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QUESTION 1

The Prioritize component sorts offers in _____.

- A. ascending order only
- B. descending order only
- C. random order
- D. ascending or descending order

Correct Answer: D

QUESTION 2

U+, a telecom company, introduces fiber optic in the North region of the country. They want to advertise this on their website using a banner and targeting the customers living in that area. When configuring Next-Best-Action designer, which targeting approach should the company select?

- A. Proposition driven
- B. Audience driven
- C. Eligibility driven
- D. Analytics driven

Correct Answer: B

QUESTION 3

As a Strategy Designer, you have created two business issues (Sales and Retention) and a proposition group hierarchy for a mobile company, MyCo. You also defined propositions in the various business issues and groups. In a strategy defined in the "Retention" issue and the "X-Sell" group, you can import _____.

- A. propositions from X-Sell" group
- B. all propositions defined
- C. propositions from all groups under the "Retention" issue
- D. propositions from the Sales issue

Correct Answer: B

QUESTION 4

Which Predictive Model Markup Language (PMML) model type is supported by Pega?



- A. Adaptive Model
- B. Scorecard
- C. Decision Table
- D. PMML Model

Correct Answer: B

Reference: <https://community.pega.com/knowledgebase/supported-pmml-model-types>

QUESTION 5

U+ Bank has configured Next-Best-Action designer to display marketing offers to its customers on the U+ Bank website.

The bank would like to display different offers to different customers based on relevancy and eligibility defined by the business. The Strategy Designer has decided to use the "Offer targeting using audiences and AI" method to implement this

requirement.

Which three tasks need to be performed to implement this requirement? (Choose Three)

- A. Configure conditions for offer eligibility
- B. Configure an audience
- C. Configure an alternate strategy
- D. Configure a prioritization strategy
- E. Select a relevancy strategy

Correct Answer: ABD

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