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QUESTION 1

The U+ Bank marketing department currently promotes various home loan offers to qualified customers. Now, the bank does not want customers to receive more than four promotional emails per quarter, regardless of past responses to that action by the customer.

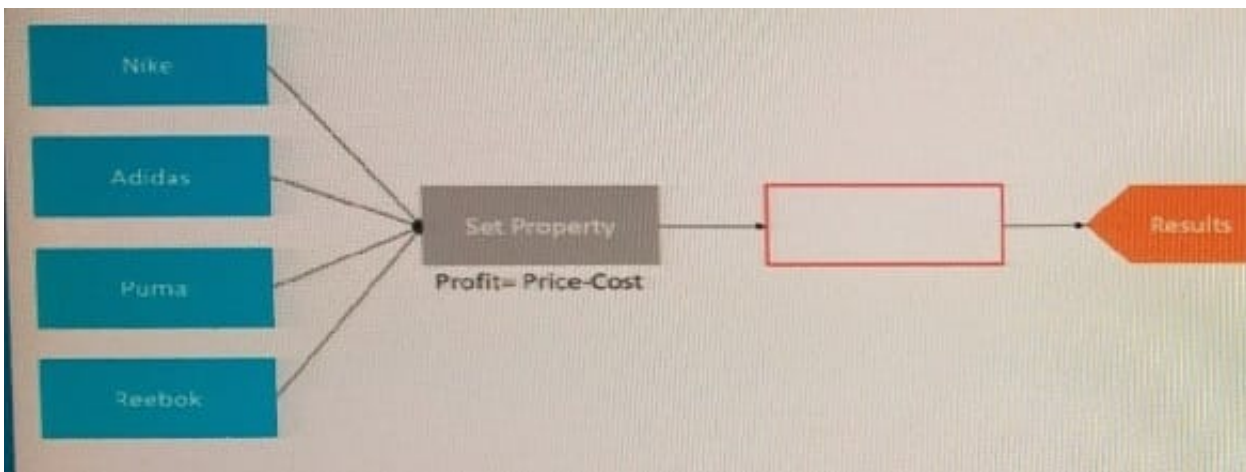
Which option allows you to implement the business requirement?

- A. Volume constraints
- B. Customer contact limits
- C. Suitability rules
- D. Suppression policies

Correct Answer: C

QUESTION 2

The following decision strategy outputs the most profitable shoe a retailer can sell. The profit is the selling Price of the shoe, minus the Cost to acquire the shoe.



The details of the shoes are provided in the following table:

Action	Price	Cost	Profit
Nike	\$69	\$59	\$10
Adidas	\$65	\$45	\$20
Puma	\$85	\$65	\$20
Reebok	\$75	\$50	\$25

What is the number of outputs that each component has?

- A. Set-Property=1, Results=4

- B. Set-Property=4, Results=4
- C. Set-Property=1, Results=1
- D. Set-Property=4, Results=1

Correct Answer: A

QUESTION 3

U+ Bank, a retail bank, uses the always-on outbound approach to send outbound messages on different channels such as email, SMS, and push notifications. There are a variety of action flow patterns in use to meet various business and channel integrations requirements.

Due to technical reasons, the bank wants to temporarily suspend sending outbound messages and instead write the selected customers and action details to a database table for later offline processing.

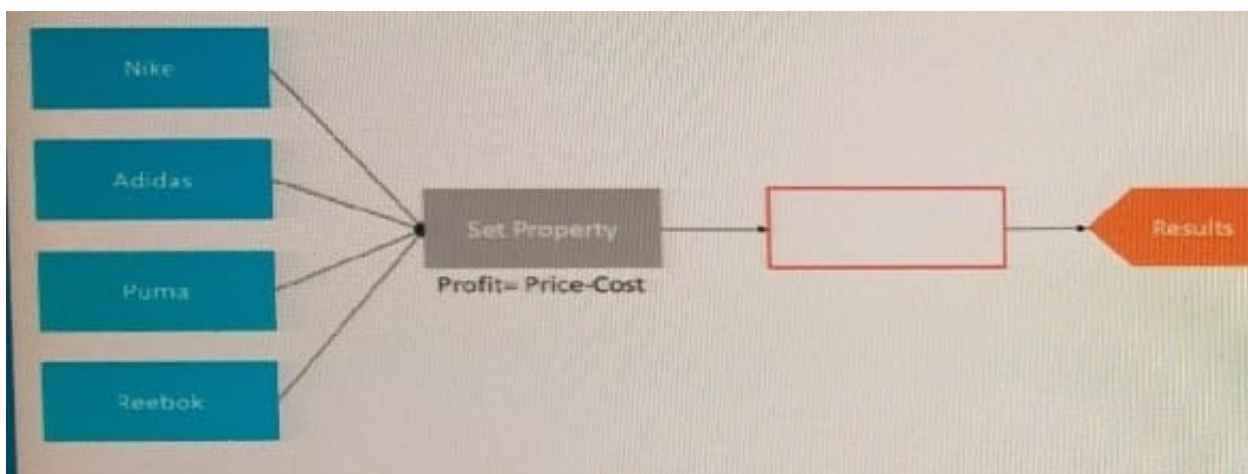
What is the most efficient way to meet this requirement?

- A. Add a new Send shape in all the action flows.
- B. Set up a secondary schedule.
- C. Bypass action flow processing.
- D. Update the Send shape with Finalization.

Correct Answer: D

QUESTION 4

The following decision strategy outputs the most profitable shoe a retailer can sell. The profit is the selling Price of the shoe, minus the Cost to acquire the shoe.



The details of the shoes are provided in the following table:



Action	Price	Cost	Profit
Nike	\$69	\$59	\$10
Adidas	\$65	\$45	\$20
Puma	\$85	\$65	\$20
Reebok	\$75	\$50	\$25

According to the decision strategy, what is the output of component in the blank space highlighted in red?

- A. Nike, Adidas, Puma, Reebok
- B. Reebok, Puma, Adidas, Nike
- C. Reebok
- D. Nike

Correct Answer: C

QUESTION 5

U+ Bank, a retail bank, follows all engagement policy best practices to present credit card offers on their website. The bank has introduced a new credit card offer, the Rewards card. Anna, an existing customer, currently holds a higher value card. Premier Rewards, and does not see the new Rewards card offer.

What condition possibly prevents Anna from seeing the new Rewards card offer?

- A. Applicability
- B. Suppression rules
- C. Suitability
- D. Eligibility

Correct Answer: C

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