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QUESTION 1

In a Set Property component, the Rank value is determined by_____.

- A. the order in which the actions are received
- B. the data transform
- C. the sequence in which it appears on the canvas
- D. the default value of the Rank

Correct Answer: D

QUESTION 2

A company wants to capture the sentiment of relevant Twitter messages to allow its customer service representatives to concentrate only on the negative messages.

Sentiment refers to the general attitude of the author towards a subject and can be_____.

- A. Defensive
- B. Absent
- C. Offensive
- D. Positive

Correct Answer: D

QUESTION 3

According to Forrester, it is far more expensive to attract new customers than it is to prevent existing customers from leaving.

Which model type do you use to predict if a customer is likely to churn?

- A. Predictive model
- B. Adaptive model
- C. Categorization model
- D. Extraction model

Correct Answer: A

QUESTION 4



When a new component is added to the strategy canvas, its Rank value will be

- A. One higher than the current highest Rank
- B. 0
- C. Not set
- D. 1

Correct Answer: D

Reference: [https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762- StudentGuide.pdf](https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf)

QUESTION 5

In a decision strategy, in order to select the proposition with the highest propensity, you use a

- A. Priorities component, and sort propensity from highest to lowest
- B. Priorities component, and sort propensity from lowest to highest
- C. Switch component, and sort propensity from lowest to highest
- D. Switch component, and sort propensity from highest to lowest

Correct Answer: A

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