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QUESTION 1

The implementation of Next-Best-Action must involve

- A. inclusion of third party predictive models
- B. defining a prioritization formula using contact policies
- C. building a product catalog
- D. defining business issue and group hierarchy

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 2

To which property is the output of a PMML model automatically mapped?

- A. pxSegment
- B. pxResult
- C. pxPMMLOutputd
- D. pxOutcome

Correct Answer: D

QUESTION 3

From two chum models with the similar performance, we choose the one with the_____.

- A. highest number of predictors
- B. most evidence
- C. highest churn rate
- D. fewest number of predictors

Correct Answer: C

QUESTION 4

A legal firm wants to use text analytics for easier and faster access to information to help with compliance related issues. The legal firm needs a taxonomy of legal concepts.



What is a taxonomy?

- A. A list of valid categories
- B. A sentiment analysis model
- C. The output of an expert survey
- D. A list of business rules

Correct Answer: A

QUESTION 5

Which decision component allows you to monitor the real-time performance of a third-party Churn Model?

- A. Scorecard Model
- B. Adaptive Model
- C. PMML Model
- D. Predictive Model

Correct Answer: D

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