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QUESTION 1

To which property is the output of a Predictive Model Markup Language (PMML) model automatically mapped?

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

Correct Answer: A

QUESTION 2

Two results of an adaptive model are _____.

- A. Priority and Evidence
- B. Propensity and Rank
- C. Priority and Propensity
- D. Propensity and Performance

Correct Answer: D

Reference: <https://community.pega.com/knowledgebase/training-adaptive-models-bulk-data-flows>

QUESTION 3

In a decision strategy, which decision component filters relevant offers and prioritizes these offers?

- A. Switch component
- B. Prioritize component
- C. Filter component
- D. Group By component

Correct Answer: C

QUESTION 4

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 5

U+ Bank offers two credit cards to its customers: the Cold Card and the Silver Card. The bank wants the annual fee property of the credit cards to be dynamic based on the customer lifetime value property.

That is, customers with customer lifetime value greater than 65 receive a discount of 20% on the annual fee.

As a Strategy Designer, which component do you use to implement this requirement?

- A. Set Property
- B. Filter
- C. Group By
- D. Switch

Correct Answer: B

QUESTION 6

To access a property from an unconnected component, you use the _____.

- A. dot-property value directly
- B. component-dot-property construct
- C. property value
- D. customer dot-property construct

Correct Answer: C

QUESTION 7

DRAG DROP

Designing the Next-Best-Action strategy that drives AI-powered one-to-one Customer Engagement is a staged process. Each stage refines the proposition selection process. Place the stages in the order of implementation.

Select and Place:



Stages

- Define the prioritization formula
- Define the business issue and proposition group hierarchy
- Define the propositions
- Define proposition eligibility rule

Implementation Order

Correct Answer:

Stages

Implementation Order

- Define proposition eligibility rule
- Define the propositions
- Define the prioritization formula
- Define the business issue and proposition group hierarchy

QUESTION 8

One of the purposes of the Interaction History decision component is to _____.

- A. capture all interactions with the customer
- B. verify if a customer is eligible for an offer
- C. retrieve all proposition properties
- D. determine if a proposition has been offered before

Correct Answer: A

Reference: <https://community.pega.com/knowledgebase/interaction-history-data-model-pega-731>

QUESTION 9

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 10

U+ Bank has launched a new credit card for all customers with a premium bank account. As a Strategy Designer, you need to create propositions that involve the full customer life cycle: marketing, sales, and service. Which two valid propositions do you create? (Choose Two)

A. Credit card number

B. Credit card status

C. No annual fee

D. Address change

Correct Answer: BD

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