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QUESTION 1

The implementation of Next-Best-Action must involve _____.

- A. building a product catalog
- B. defining business issue and group hierarchy
- C. inclusion of third party predictive models
- D. defining a prioritization formula based on marketing weight

Correct Answer: B

QUESTION 2

To use Product Holdings information in your strategy, which of the following components do you use?

- A. Data Import
- B. Decision Parameters
- C. Product Holdings
- D. Property Set

Correct Answer: A

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

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QUESTION 3

When compared to a Predictive Model, an Adaptive Model is different as it _____.

- A. can use strategy properties as predictors
- B. considers both symbolic and numeric predictors
- C. learns from both positive and negative outcomes
- D. uses predictor binning

Correct Answer: C

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

QUESTION 4

When executing a decision strategy, the blue dotted line in a decision strategy means _____.

- A. data is referenced by the component the arrow points to
- B. data is copied to the component the arrow points to
- C. data is copied to the component the arrow originates from
- D. data is referenced by the component the arrow originates from

Correct Answer: A

QUESTION 5

Which of the following is a good candidate for a predictor in a Scoring Model?

- A. Customer Date of Birth
- B. Mobile Phone Number
- C. Total International Minutes
- D. Customer Name

Correct Answer: C

QUESTION 6

What is Predictive Model Markup Language (PMML)?

- A. An Industry standard language used to represent predictive models
- B. Pega's own language used to represent predictive models
- C. A mathematics based language used to represent predictive models
- D. An XML-Based language used to represent predictive models

Correct Answer: D

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

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QUESTION 7

The likelihood that a proposition will be accepted by the customer is stored in the strategy property called _____.

- A. pyPropensity

- B. pyLikelihood
- C. pyProbability
- D. pyBehavior

Correct Answer: A

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

QUESTION 8

When building a predictive model, in which development step is the regression model created?

- A. Model Export
- B. Data Analysis
- C. Model Analysis
- D. Model Development

Correct Answer: D

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

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QUESTION 9

What is a proposition in Pega Customer Decision Hub™?

- A. Customer facing action
- B. Treatment
- C. Offers for sales, cross sell, or retention
- D. Service or retention offer

Correct Answer: C

QUESTION 10

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

- A. the default value of the Rank
- B. the sequence in which it appears on the canvas
- C. the data transform

D. the order in which the propositions are received

Correct Answer: D

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

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QUESTION 11

In a Decisioning Strategy, which component is required to enable access to Product Holding properties?

- A. Data Import
- B. None, properties are available
- C. Set Property
- D. Customer Import

Correct Answer: A

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

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QUESTION 12

Which decision component enables you to use a PMML model?

- A. Predictive Model
- B. PMML Model
- C. Third-party Model
- D. Adaptive Model

Correct Answer: A

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

QUESTION 13

What is the key difference between a predictive model and a human expert?

- A. Predictive models always outperform human experts.
- B. Humans are better at dealing with structured data and identifying patterns.
- C. Predictive models are more capable of detecting patterns in historical data.

D. Humans make successful predictions on a large amount of data.

Correct Answer: B

QUESTION 14

For an Adaptive Model to react quickly to changes in customer behavior, the _____.

- A. performance threshold should be set to a low number
- B. model must always evaluate all customer responses
- C. strategy must include the calculation for smooth propensity
- D. value of the memory setting should be set to a low number

Correct Answer: A

QUESTION 15

Which category contains the Set Property component?

- A. Arbitration category
- B. Enrichment category
- C. Data Import category
- D. Business Rules category

Correct Answer: B

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

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