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PEGACPDC74V1

Certified Pega Decisioning Consultant

Version 1.0

Exam A

QUESTION 1

Results of two simulations can be compared using the _____.

A. Visual Business Director
B. Interaction History report
C. Proposition Distribution report
D. Predictive Analytics Director

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (124)

QUESTION 2 Which of the following is a dimension in Visual
Business Director?

A. Revenue
B. Channel
C. Volume
D. Intent

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community1.pega.com/community/pega-support/question/what-are-6-dimensions-visual-business-director

QUESTION 3 Which is a Key
Performance Indicator?

A. Action
B. Outcome
C. Volume
D. Channel

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 4 Visual Business Director can be used to
_____.

A. inspect interactions of a single customer
B. compare two datasets
C. predict customer behavior
D. import and inspect and external dataset

Correct Answer: B

Section: (none)
Explanation
Explanation/Reference:

QUESTION 5 Which metric is used in the Proposition
Distribution report?

A. Accept rate
B. Volume
C. Target budgetD. Total revenue

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 6 To build a predictive model, use
_____.

A. Pega Customer Service
B. Pega Marketing
C. Pega Decision Management
D. Pega Platform

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community.pega.com/sites/default/files/help_v73/dsm/da-portal/tasks/da-creating-predictive-model-tsk.htm

QUESTION 7 Next-Best-Action maximizes the customer lifetime value by
_____.

A. using consistency rules in the Next-Best-Action decision strategy
B. building Next-Best-Action on top of each other across every interaction
C. monitoring the customer interactions in all channels
D. using arbitration metrics in the Next-Best-Action decision strategy

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 8 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 9 What is the key characteristic that Next-Best-Action must consider to satisfy
customer needs?

A. Service
B. Consistency
C. Mobility
D. Sociability

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 10 Which business issue is the least suitable for
Next-Best-Action?

A. Collections
B. Retention
C. Service
D. Accounting

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 11 Business rules that determine if a customer is eligible for a particular proposition are also known as
_____.

A. Contact rules
B. Hard rules
C. Soft rules
D. Marketing rules

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (191)

QUESTION 12 One of the flow shapes which allows seamless integration of Pega Decision Management with Pega Business Process Management is
_____.

A. Subprocess
B. Run Data Flow
C. Utility

D. Decision

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: http://smartrules.nl/part-3-more-layers/

QUESTION 13 To which types of decisions can Decision
Management be applied?

A. Determining the cause of a customer's problem
B. Determining why response rates for a campaign in one region are below average
C. Determining how to retain a customer and what budget we should spend
D. Determining how to optimize the product portfolio to increase market share

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 14 Which decision component is used to arbitrate
between propositions?

A. Prioritize
B. Adjudication
C. Arbitration
D. Decision Table

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 15 In a prioritization expression, to balance the customer needs and business objectives you adjust
_____.

A. customer contact rules
B. weights and levels
C. product compatibility rules
D. product eligibility rules

Correct Answer: B
Section: (none)
Explanation

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

QUESTION 16 The Next-Best-Action strategies must be
_____.

A. secured and modified only by IT

B. simple and straight forward
C. easy to be changed by the business D. complex and forensically calculated

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 17 Which decision component is used to
implement hard rules?

A. Prioritize
B. Adaptive Model
C. Decision Table
D. Eligibility

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community1.pega.com/community/product-support/question/dsm-relevant-information-soft-rules-and-hard-rules

QUESTION 18 The Predictive Model Markup Language (PMML) allows for predictive models to
_____.

A. be developed faster
B. be easily shared between applications
C. use the same modelling process
D. perform better

Correct Answer: B
Section: (none)
Explanation

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

QUESTION 19 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
Section: (none)
Explanation

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

QUESTION 20
What is the difference between predictive and adaptive analytics?

A. Predictive models can predict a continuous value.
B. Predictive models predict customer behavior.
C. Adaptive models use the customer data as predictors.
D. Predictive models have evidence.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference:

QUESTION 21 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
Section: (none)
Explanation

Explanation/Reference:
Reference:

QUESTION 22 Two results of an adaptive model are
_____.

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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 23 Predictive Analytics is a
_____.

A. real time predictive dashboard
B. method of visualizing our data
C. science concerned with finding repeatable patterns in data
D. query, reporting and a search tool

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference: (216)

QUESTION 24
The mapping of the input fields of a third-party predictive model is done in the _____.

A. Predictive Model decision component
B. Predictive Model rule
C. Predictive Analytics Director portal
D. Customer class definition

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community.pega.com/sites/default/files/help_v731/rule-/rule-decision-/rule-decision-predictivemodel/inputmapping.htm

QUESTION 25 What format is used to
express PMML?

A. HTML
B. SQL
C. CSVD. XML

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community1.pega.com/community/pega-support/question/creating-pmml-python-r-and-pega

QUESTION 26 The performance of an Adaptive Model that has not collected any evidence is
_____.

A. 1.0
B. 0.0
C. null
D. 0.5

Correct Answer: D
Section: (none)
Explanation

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

QUESTION 27 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 28
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
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (236)

QUESTION 29 When configuring an Adaptive Model, the property type Integer is automatically translated to which predictor type?

A. Symbolic
B. Numeric
C. Alphanumeric
D. Number

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community1.pega.com/community/pega-academy/question/comparison-adaptive-model-vs-predictive-model

QUESTION 30
Pega Adaptive Models _____.

A. involve a significant human effort to develop
B. require historical data
C. learn about customer behavior in real time
D. can only be used in inbound channels

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 31 Which value is output by an
Adaptive Model?

A. Score
B. Performance
C. Behavior
D. Lift

Correct Answer: B
Section: (none)
Explanation
Explanation/Reference:

QUESTION 32 The Adaptive Model output that is automatically mapped to a strategy property is
_____.

A. performance
B. propensity
C. evidence
D. score

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 33 When building a predictive model, the use of testing and validation samples
_____.

A. increases the accuracy of models
B. enables model validation in strategies
C. is mandatory for segmentation
D. validates the quality of input data

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 34 The Adaptive Model instance is created when
you _____.

A. execute the strategy containing the Adaptive Model component
B. create an Adaptive Model rule
C. configure an Adaptive Model decision component
D. import an Adaptive Model definition rule

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 35 What is the most accurate description of proactive retention? Proactive Retention
_____.

A. simplifies the process of retaining customers
B. enables business to respond to customers when they contact a call center
C. anticipates potential customer churn
D. enables the business to reduce the number of credit risk customers

Correct Answer: C
Section: (none)

Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (206)

QUESTION 36 Proactive retention is applicable when a customer is
_____.

A. initiating contact to churn
B. in a collections process
C. likely to churn
D. a high value customer

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (208)

QUESTION 37 The action a selling organization undertakes to reduce customer defections is also known as
_____.

A. marketing
B. upselling
C. cross-selling
D. retention

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (203)

QUESTION 38 When building a predictive model, at what stage do you compare the performance of
predictive models?

A. Model Development stage
B. Model Analysis stage
C. Model Export stage
D. Model Comparison stage

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 39 When building a predictive model, the Data Analysis stage is where you
_____.

A. create data samples
B. select the input data
C. group predictors
D. determine the output field

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (219)

QUESTION 40 In an Adaptive Model rule, what is a valid
predictor data type?

A. Character
B. Symbolic
C. Boolean
D. String

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 41 In the delta view in Visual Business Director, what does the green colored
shape indicate?

A. The Reference data is valid.
B. The Source data value is larger than the Reference data value.
C. The Source data is valid.
D. The Source data value is smaller than the Reference data value.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (124)

QUESTION 42 In Pega Decision Management, individual customer behavior
is captured by:

A. Interaction history
B. Visual Business Director
C. Predictive models
D. Decision strategies

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 43 When configuring a Data Join component, the source of the join can be
of which type?

A. Component
B. Strategy

C. Proposition
D. Property

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (200)

QUESTION 44 The number of results returned by an Interaction History component can be narrowed down based on
_____.

A. the age of the customer
B. a time period
C. the customer lifetime value
D. the total count of propositions in a given channel

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 45 To extend a Customer data model with Product Holdings data, we need a
_____.

A. Data Join
B. Data Import
C. Compose
D. Join

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (200)

QUESTION 46 In a decision strategy, the Switch component
can _____.

A. be used to test two strategies against each other
B. make references to Switch decision components in other strategies
C. be used to calculate the propensity
D. be used to arbitrate between two decision logic paths

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (40)

QUESTION 47
In a decision strategy, the Adaptive Model decision component belongs to the _____.

A.   Decision Analytics category
B.   Business Rules category
C.   Arbitration category
D.   Predictive Model category

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 48 In Pega Customer Decision Hub^{TM}, the characteristics of a proposition are defined using
_____.

A.   properties
B.   banners
C.   logos
D.   plain text

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 49 The Prioritize component sorts offers in
_____.

A.   descending order only
B.   ascending or descending order
C.   random order
D.   ascending order only

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 50 If you would like to ensure that the strategy outputs at most one Proposition, the best component to achieve this is the
_____.

A.   It is not possible, unless you only have only one Proposition.
B.   Prioritize
C.   Switch
D.   Filter

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 51
In a strategy defined in the "Retention" issue and the "X-Sell" group, you can import _____.

A. all propositions from the system
B. propositions from "X-Sell" group
C. propositions from all groups under "Retention" issue
D. propositions from Sales issue

Correct Answer: D
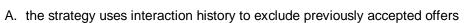**Section: (none)**
Explanation

Explanation/Reference:

QUESTION 52 In a decision strategy, which decision component both filters relevant offers and prioritizes these offers?

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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 53 When a customer is offered a proposition he has already accepted, this is because _____.

A. the strategy uses interaction history to exclude previously accepted offers
B. the customer intent was captured incorrectly
C. the propositions are filtered based on eligibility
D. there is no filter for previously accepted offers in the strategy

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 54 What does a dotted line from a "Group By" component to a "Filter" component mean?

A. There is a one-to-one relationship between the "Group By" and the "Filter" components.
B. To evaluate the "Group By" component, the "Filter" component is evaluated first.
C. A property from the "Group By" is referenced by the "Filter" component.
D. Information from the "Group By" is copied over to the "Filter" component.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 55 Aggregation components provide the ability to
_____.

A. make calculations based upon a list of propositions
B. set a text value to a strategy property
C. filter propositions based on priority and relevance
D. choose between propositions

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (p.177)

QUESTION 56 The Prioritize component always outputs
_____.

A. all eligible offers
B. top 1 offer
C. top 3 offer
D. an arbitrary number of offers

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (81)

QUESTION 57 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 58 To define the relationship between Customer and Product Usage, you must create the Product Usage property in the
_____.

A. Product class
B. Strategy Result class
C. Customer class
D. Product Usage class

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 59 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
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (199)

QUESTION 60 Which component belongs to the "Business Rules" decision
component category?

A. Contact policy
B. Financial calculation
C. Decision Table
D. Decision data

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (35)

QUESTION 61 Which function is available when configuring the Group
By component?

A. Multiply
B. True if Some
C. Divide
D. Average

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community.pega.com/sites/default/files/help_v719/rule-/rule-decision-/rule-decision-strategy/components/aggregation.htm

QUESTION 62 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

Section: (none)
Explanation

Explanation/Reference:

QUESTION 63 What is the key component of a Next-Best-
Action strategy?

A. Strategy
B. Work flow
C. Decision table
D. Predictive model

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 64 When implementing a Next-Best-Action project, which step is recommended to
be taken first?

A. Define Issue and Group hierarchy
B. Define propositions
C. Define business rules
D. Define prioritization formula

Correct Answer: A
Section: (none)
Explanation

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

QUESTION 65 When balancing the customer need with the business objective, a possible business objective is
_____.

A. Social media
B. Consistent communication
C. Risk mitigation
D. Timeliness

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (14)

QUESTION 66 When implementing Next-Best-Action, the Customer Lifetime Value Threshold is typically used to
_____.

A. prioritize high value propositions
B. prioritize customers
C. determine if the customer is eligible

D. calculate the customer's lifetime value

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (51)

QUESTION 67 What are the most important aspects taken into consideration when determining the
Next-Best-Action?

A. Product discounts and business profitability
B. Network bandwidth and call duration
C. Market trends and customer satisfaction
D. Business objectives and customer needs

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 68 Pega's ability to turn data into insight into
action is known as:

A. business rules
B. adaptive analytics
C. big data
D. Next-Best-Action

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (15)

QUESTION 69 Through analysis of customer lifecycles, Next-Best-Action
_____.

A. anticipates retention issues
B. provides future sales reports
C. provides fulfillment services
D. identifies global sales targets

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 70 From two churn models with the similar performance, we choose the one with the
_____.

A. highest churn rate

B. highest number of predictors
C. fewest number of predictors
D. most evidence

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 71 A Scoring Model allows you to differentiate between
_____.

A. Accept, Reject, Maybe Later
B. Good, Bad
C. Good, Better, Best
D. Good, Bad, Unknown

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (220)

QUESTION 72 The outcome of a scoring model indicates the likely
_____.

A. write-off value of an arrears case
B. claim value of a health insurance
C. period in which a spare part has to be replaced
D. response to an offer

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 73 Adaptive model predictors are selected from the
_____.

A. communication channel
B. similar propositions
C. customer profile
D. proposition profile

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 74 To predict if a customer is likely to churn you use a model of type
_____.

A. champion challenger
B. decision tree
C. switch
D. decision table

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 75 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
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (219)

QUESTION 76 The result of a Predictive Model is stored in a property called
_____.

A. pyPrediction
B. pxResult
C. pyOutcomeD. pxSegment

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (241)

QUESTION 77 What happens when you increase the performance threshold setting of an
adaptive model rule?

A. The number of active predictors increases.
B. The number of active predictors may decrease.
C. The correlation threshold decreases.
D. The performance of the model is increased.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (248)

QUESTION 78

To create channel-specific Adaptive Model instances, you _____.

A. do nothing; Adaptive Model instances are always channel specific
B. create channel specific Adaptive Model definition
C. set channel information in the strategy
D. set the channel option in the Adaptive Model component

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 79 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 80 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 81 Which statement about predictive
models is true?

A. You need past experience to create a predictive model.
B. They need unstructured big data.
C. They are always associated with a proposition.
D. They need to be specified in a data attribute.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 82 Which decision component allows you to use a third-party Credit Risk Model 80% of the time and a Pega Credit Risk Model 20%?

A. Filter
B. Champion Challenger
C. Adaptive Model
D. Switch

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 83
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
Section: (none)
Explanation

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

QUESTION 84 The point at which smooth propensity and actual propensity converge is when _____.

A. actual evidence is greater than starting evidence B.
starting evidence is greater than actual evidence
C. starting propensity is greater than actual propensity D.
actual propensity is greater than starting propensity

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (254)

QUESTION 85 One of the purposes of the Interaction History decision component is to _____.

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

Correct Answer: C
Section: (none)
Explanation

Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (111)

QUESTION 86 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 canvasC. the data transform
D. the order in which the propositions are received

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (176)

QUESTION 87 To implement an eligibility criteria you use a
_____.

A. Eligibility
B. Segment
C. Switch
D. Proposition Filter

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 88 To reference a customer property in a strategy, you need to prefix the property name with the keyword
_____.

A. No prefix. Use directly the property name.
B. "."
C. "Data."
D. "Customer."

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://community.pega.com/sites/default/files/help_v731/designer-studio/expressionbuilder/ref_referprop_clipboard.htm

QUESTION 89 Which category contains the Set
Property component?

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

Correct Answer: B
Section: (none)

Explanation
Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (80)

QUESTION 90 In a decision strategy, to remove propositions based on the current month, you use a
_____.

A. Calendar component
B. Filter component
C. date strategy property
D. calendar strategy property

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 91 What information has a 1-to-many relationship
with a Customer?

A. List of accounts owned
B. Average monthly product usage
C. Date of last visit to store
D. Number of family members

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (194)

QUESTION 92 In Pega Decision Management, a banner on a website can represent
_____.

A. dimension
B. strategy
C. channel
D. proposition

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 93 In the Next-Best-Action strategy, a Switch component can be used to switch
_____.

A. between two customers within the same household
B. between two different service propositions
C. between a high value and low value customer
D. off interaction history

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 94 In a Decisioning Strategy, which component is required to enable access to primary
Customer properties?

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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 95 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
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (199)

QUESTION 96 To access a property from an unconnected component, you use
the _____.

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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (116)

QUESTION 97 When a new component is added to the strategy canvas, its Rank value will be
_____.

A. 1
B. One higher than the current highest Rank

C. Not set

D. 0

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (176)

QUESTION 98 To run a delta report in the Visual Business Director, a minimum of two
_____ are required.

A. data sources

B. propositions

C. input definitions

D. strategies

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (123)

QUESTION 99 After launching a new product, the delta mode in Visual Business Director could show
_____.

A. the volume difference between the new product and the existing products

B. the date when the new product was introduced

C. the volume of the existing products

D. a green shape for the product added

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf (131)

QUESTION 100 Visual Business Director
allows you to perform:

A. What-if analysis

B. Naive Bayesian analysis

C. Predictive analysis

D. Monte Carlo simulation

Correct Answer: A
Section: (none)
Explanation

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