Pegasystems
PEGACPDC24V1
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Question: 1

In a Prioritization component, the top action can be determined based on the value of
_____.
Response:

A. Propensity
B. Customer.Value
C. Primary.Income
D. Average Margin of all actions

Answer: A

Question: 2

A bank has chosen an email service provider to deliver the offer messages selected by Pega Customer
Decision Hub. The service provider prefers that the bank uploads a file per batch of customers to a cloud
storage location, either on Microsoft Azure or Amazon S3.
As a consultant working on the project representing the bank, what is your response?
Response:

A. Action details can only be transferred via secure FTP.
B. Action details will be written to the local filesystem by default. But we will write an external process
to transfer them to the cloud.
C. Action details can be written directly to Amazon S3 but not Microsoft Azure.
D. Action details can be directly written to either of those cloud storage solutions.

Answer: D

Question: 3

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

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

Question: 4

To which types of decisions can Decision Management be applied?
Response:

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

Answer: B

Question: 5

What is the difference between predictive and adaptive analytics?
Response:

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

Answer: C

Question: 6

What does a dotted line from a Group By component to a Filter component mean?
Response:

A. Information from the Group By component is copied over to the Filter component.
B. The Filter component references a property from Group By component.
C. Evaluate the Filter component first to evaluate the Group By component.
D. There is a one-to-one relationship between the Group By and the Filter components.

Answer: D

Question: 7

Which business objective is best suited for the Next-Best-Action approach?
Response:

A. Growth
B. Change management
C. Employee satisfaction
D. Productivity

Answer: A

Question: 8

The arbitration factor that allows you to assign financial values to actions is called:
_____.
Response:

A. business levers
B. propensity
C. action value
D. context weighting

Answer: C

Question: 9

In a decision strategy, to use a customer property in an expression, you _____.
Response:

A. use the property as defined without any prefix
B. prefix the property with the keyword Customer
C. define Customer page in Pages and Classes
D. define the property as a strategy property

Answer: B

Question: 10

U+ Bank has introduced a new credit card for which no historical customer behavior is known. U+ wants to offer this credit card on the customer personalized web portal. Given the scenario, which is the rule type you must use?
Response:

A. When rule
B. Decision table
C. Adaptive model
D. Predictive model

Answer: C

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