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QUESTION 1

Which of these belongs to the same group as the prioritization component?

- A. Filter
- B. Proportion
- C. Data import
- D. Data join

Correct Answer: A

QUESTION 2

What is the relationship between items in a proposition hierarchy?

- A. Issues have multiple propositions, and propositions can be in the multiple groups.
- B. Issues have multiple groups, and groups have multiple propositions.
- C. Groups contains multiple issues, and issues have multiple propositions.
- D. Propositions must belong to a group or be top level.

Correct Answer: C

QUESTION 3

Which category contains the Set Property component?

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

Correct Answer: C

Reference: https://community.pega.com/sites/default/files/help_v719/rule-/rule-decision-/rule-decisionstrategy/components/enrichment.htm

QUESTION 4

The diagram below displays the definition of four contact policies. If they are all included in an E-mail Channel Only strategy, which one is executed?

Name	Start Date	End Date	Available	Channel
Contact Policy A			Y	SMS
Contact Policy B		21-Jan-2020	Y	E-Mail
Contact Policy C	23-Mar-2020		Y	E-Mail
Contact Policy D	25-Mar-2010	11-Jan-2020	N	E-Mail

- A. Contact Policy B
- B. Contact Policy D
- C. Contact Policy A
- D. Contact Policy C

Correct Answer: D

QUESTION 5

Next-Best-Action is a customer-centric marketing paradigm that balances _____.

- A. the customer's needs with the business objectives
- B. growth, retention, service, and risk mitigation
- C. business revenue with margin
- D. relevancy, context, timeliness, and consistency

Correct Answer: B

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