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QUESTION 1

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

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

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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

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

QUESTION 4

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

QUESTION 5

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

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

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QUESTION 6

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

QUESTION 7

To build a predictive model, use _____.

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

Correct Answer: D

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

QUESTION 8

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

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

Correct Answer: B

Reference: <https://community1.pega.com/community/pega-support/question/what-are-6-dimensionsvisual-business-director>

QUESTION 9

Which value is output by an Adaptive Model?

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

Correct Answer: B

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

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QUESTION 10

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

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

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QUESTION 11

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

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

Correct Answer: D

QUESTION 12

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 13

Which function is available when configuring the Group By component?

- A. Multiply
- B. True if Some
- C. Divide

D. Average

Correct Answer: D

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

QUESTION 14

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

QUESTION 15

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

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