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## PEGACPDC74V1 Exam

Certified Pega Decisioning Consultant (CPDC) 74V1 Exam

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DEMO  
VERSION (LIMITED CONTENT)

Questions  
& Answers

# Version: 8.0

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## Question: 1

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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

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**Answer: A**

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Reference:

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

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## Question: 2

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

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

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**Answer: B**

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Reference:

<https://community1.pegA.com/community/pega-support/QUESTION-NO:/what-are-6-dimensions-visualbusiness-director>

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## Question: 3

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Which is a Key Performance Indicator?

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

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**Answer: A**

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**Question: 4**

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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

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**Answer: B**

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**Question: 5**

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Which metric is used in the Proposition Distribution report?

- A. Accept rate
- B. Volume
- C. Target budget
- D. Total revenue

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**Answer: A**

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**Question: 6**

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To build a predictive model, use \_\_\_\_\_.

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

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**Answer: D**

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Reference:

[https://community.pega.com/sites/default/files/help\\_v73/dsm/da-portal/tasks/da-creatingpredictive-model-tsk.htm](https://community.pega.com/sites/default/files/help_v73/dsm/da-portal/tasks/da-creatingpredictive-model-tsk.htm)

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**Question: 7**

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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

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**Answer: C**

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**Question: 8**

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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

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**Answer: B**

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**Question: 9**

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

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

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**Answer: B**

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**Question: 10**

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

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

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**Answer: D**

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