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Exam : **PEGAPCDC80V1_2019**

Title : Pega Certified Decisioning
Consultant (PCDC) 80V1 2019

Vendor : Pegasystems

Version : DEMO

NO.1 As a Strategy Designer, you are setting up the proposition hierarchy for MyCo. Select the correct proposition hierarchy level for each of the hierarchy items identified.

<u>Hierarchy Item</u>	<u>Proposition Hierarchy Levels</u>		
	Business Issue	Group	Proposition
Free 4G upgrade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tablets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Change address	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proactive retention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer:

<u>Hierarchy Item</u>	<u>Proposition Hierarchy Levels</u>		
	Business Issue	Group	Proposition
Free 4G upgrade	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Retention	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tablets	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Service	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Change address	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Proactive retention	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

<u>Hierarchy Item</u>	<u>Proposition Hierarchy Levels</u>		
	Business Issue	Group	Proposition
Free 4G upgrade	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Retention	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tablets	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Service	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Change address	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Proactive retention	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

NO.2 You are a company with a new and unique product, and you would like to offer it to the right customer.

Given the scenario, which is the most effective rule type?

- A. Predictive Model
- B. Adaptive Model
- C. Decision table
- D. Scorecard

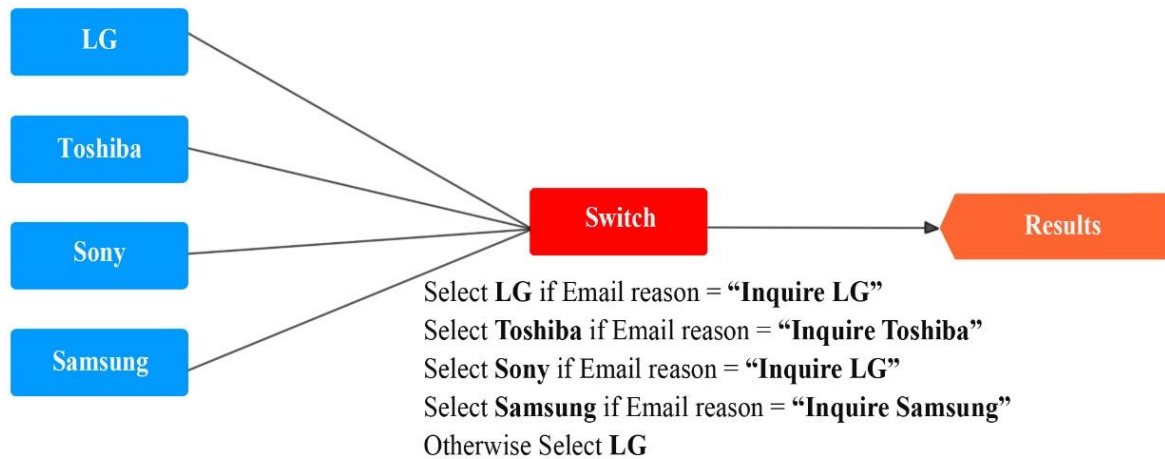
Answer: C

NO.3 What is the name of the property that is automatically recomputed for each decision component?

- A. Rank
- B. Order
- C. Propensity
- D. Priority

Answer: C

NO.4 MyCo, an electronics company, wants to recommend television brands to their customers based on incoming emails. As a Strategy Designer working for MyCo, you create the following Next-Best-Action strategy:



If the Email reason is Inquire Philips, what does the Results of the strategy contain?

- A. Philips
- B. LG
- C. No offer
- D. LG, Sony

Answer: B

NO.5 To run a delta report in the Visual Business Director, a minimum of two _____ are required.

- A. strategies
- B. input definitions
- C. propositions
- D. data sources

Answer: D

Explanation

Delta Mode shows the difference between Source Data and Reference Data.

NO.6 A mobile company wants to introduce new data plans to target students. As a strategy designer, you create new data plan offers.

Which offer attribute do you need to set to make the offer available in the contact center?

- A. KeyCode
- B. Active
- C. Channel
- D. Evidence

Answer: B