Pegasystems

PEGACPDC23V1
Certified Pega Decisioning Consultant (CPDC)

Questions & Answers PDF

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Question: 1

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: 2

A bank has several credit card offers defined under the sales issue / credit card group. The card_type action property for some of the cards is set to VISA and for others to Mastercard. The bank wants to limit the total number of VISA cards sent via email in an outbound run. How do you implement this requirement?
Response:

A. Define a property constraint based on the value of the card_type action property.
B. Define a group-level constraint to limit all credit cards.
C. Move the VISA and Mastercard actions to separate groups, then define two separate volume constraints
D. Define an action-level constraint for each of the actions separately.

Answer: A

Question: 3

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

Question: 4

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: 5

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

Question: 6

A bank has been running traditional marketing campaigns for many years. One such campaign sends an offer email to qualified customers on day 1. On day 3, it sends a reminder email to customers who haven't responded to the first email. On day 7, it sends a second reminder to customers who haven't responded to the first two emails.
If you were to re-implement this requirement using the always-on outbound customer engagement paradigm, how would you approach this scenario?
Response:

A. Create three segments to identify the target audience for each of the three offer emails- day 1, day 3 and day 7. Setup three schedules per day targeting each of the three segments.
B. Configure a primary schedule for the original offer email and setup an ad-hoc or emergency schedule to send reminder emails
C. Configure the primary schedule to run daily and let the AI choose the best action from all the actions that a customer qualifies for based on engagement policies.
D. Create an action with a flow that contains 3 Send Email shapes, one for each email. Set appropriate wait times between the shapes.

Answer: C

Question: 7

U+ Bank has a product eligibility matrix that defines what type of customers qualify for which offers when customers visit the bank's website. Which two components in the Next-Best-Action Designer allows you to define these conditions?
(Choose Two)
Response:

A. Arbitration
B. Channels
C. Engagement Policy
D. Constraints

Answer: C,D

Question: 8

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: 9

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

Answer: B

Question: 10

U+ Bank has decided to present the Platinum Plus credit card, a lower ranked card, to customers who visit their home page. Which arbitration factor do you configure to implement this requirement?
Response:

A. Business levers
B. Context weighting
C. Propensity
D. Action value

Answer: A

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