Question 1

What is the name of the property that the system computes automatically when you use an Adaptive Model decision component?

Options:

A- Order

B- Propensity

C- Rank

D- Priority

Answer:

B

Explanation:

Propensity is the name of the property that the system computes automatically when you use an Adaptive Model decision component. Propensity is a measure of how likely a customer is to accept an action, based on their past behavior and profile. An Adaptive Model component uses machine learning to calculate the propensity for each action and store it in a property with the same name as the

Question 2

Question Type: **MultipleChoice**

U+ Bank uses a scorecard rule in a decision strategy to compute the mortgage limit for a customer. U+ Bank updated their scorecard to include a new property in the calculation: customer income.

What changes do you need to make in the decision strategy for the updated scorecard to take effect?

Options:

A- Remap the scorecard property in the decision strategy for the change to take effect.

B- Add a new Group By component for the mortgage limit calculation.

C- The score calculation is independent of the strategy and no change is required.

D- A new proposition filter needs to be configured in the strategy to filter on customer income.

Answer:

C

Explanation:

The score calculation is independent of the strategy and no change is required. When you use a scorecard component in a decision strategy, you only need to specify the name of the scorecard rule and the output property that will store the score value. The scorecard rule itself defines how the score is calculated based on the input properties and factors. Therefore, if you update the scorecard rule to include a new property in the calculation, you do not need to make any changes in the decision strategy for the updated scorecard to take effect. Verified Reference: [Pega Academy - Decisioning Consultant - Using scorecards]

Question 3

Question Type: **MultipleChoice**

A decisioning architect wants to use the customer properties income and age in a Filter component. Which decision component is required to enable access to these properties?

Options:

A- Proposition Data

B- Set Property

C- None, properties are available

D- Data Import

Answer:

D

Explanation:

To enable access to customer properties in a Filter component, you need to use a Data Import component. A Data Import component allows you to read data from various sources, such as data sets, data pages, or data flows, and make it available for other components in the strategy. In this case, you need to use a Data Import component that reads from a customer data source that contains income and age properties. Verified Reference:Pega Academy - Decisioning Consultant - Importing data

Question 4

Question Type: **MultipleChoice**

U+ Bank wants to offer credit cards only to customers with a low-risk profile. The customers are divided into various risk segments from AAA to CCC. The risk segmentation rules that the business provides use the Age and the customer Credit Score based on the following

table. The bank uses a scorecard model to determine the customer Credit Score.

Age	Credit Score	Risk Segmentation
<18	>100	CCC
>18	>350	BBB
>25	>500	AAA

As a decisioning architect, how do you implement the business requirement?

Options:

A- Add a decision table to a decision strategy and reference it in the scorecard component.

B- Add the risk segmentation rules in the Results tab of the scorecard rule.

C- Add three contact policies that correspond to the three risk segments.

D- Add a decision table to a decision strategy and pass the credit score as the parameter.
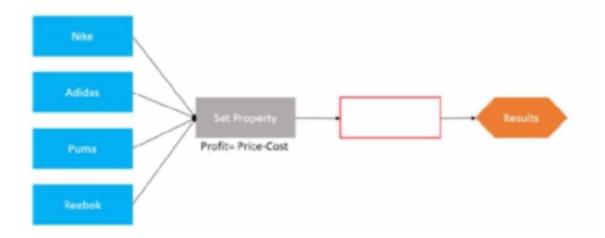
Answer:

D

Explanation:

To implement the business requirement, you need to add a decision table to a decision strategy and pass the credit score as the parameter. A decision table allows you to define rules based on one or more input parameters and return an output value. In this case, you can use the credit score as an input parameter and return the risk category/grade as an output value. You can then use this output value to filter out customers who are not in the low-risk segment (AAA). Verified Reference:Pega Academy - Decisioning Consultant - Using decision tables

Question 5

Question Type: MultipleChoice

The following decision strategy outputs the most profitable shoe a retailer can sell. The profit is the selling Prices of the shoe, minus the Cost to acquire the shoe.

The details of the shoes are provided in the following table:

The details of the shoes are provided in the following table:

Action	Price	Cost	Profit
Nike	$69	$59	$10
Adidas	$65	$45	$20
Puma	$85	$65	$20
Reebok	$75	$50	$25

To output the most profitable shoe, which component do you add in the blank space that is highlighted in red?

Options:

A- Filter

B- Group By

C- Decision table

D- Prioritize

Answer:

D

Explanation:

To output the most profitable shoe, you need to add a Prioritize component in the blank space. A Prioritize component allows you to rank actions based on one or more properties. In this case, you can rank the shoes based on the Profit property and select the highest ranked shoe as the output. Verified Reference:Pega Academy - Decisioning Consultant - Prioritizing actions

Question 6

Question Type: MultipleChoice

To access a property from an unconnected component, you use the

Options:

A- customer-dot-property construct

B- property value

C- component-dot-property construct

D- dot-property value directly

Answer:

C

Explanation:

To access a property from an unconnected component, you use the component-dot-property construct. For example, if you want to access the property .Rank from an unconnected component named ActionRanking, you use ActionRanking.Rank. Verified Reference:Pega Academy - Decisioning Consultant - Accessing properties from unconnected components

Question 7

Question Type: MultipleChoice

U+ Bank has recently implemented Pega Customer Decision Hub. As a first step, the bank went live with the contact center to improve customer engagement. Now, U+ Bank wants to extend its customer engagement through the web channel. As a decisioning architect, you have created the new set of actions, the corresponding treatments, and defined a new trigger in the Next-Best-Action Designer for the new web channel.

What else do you configure for the new treatments to be present in the next-best-action recommendations?

Options:

A- Create a channel strategy specifically for web.

B- Change the generated decision strategy.

C- Modify the Next-Best-Action Framework strategy to cater to the new web channel.

D- No need to do anything. The strategy is auto-generated.

Answer:

D

Explanation:

When you create a new trigger in the Next-Best-Action Designer, Pega Customer Decision Hub automatically generates a decision strategy for that trigger and channel. You do not need to create or modify any strategies manually. Verified Reference:Pega Academy - Decisioning Consultant - Creating triggers

Question 8

In a decision strategy, you can use aggregation components to_____.

Options:

A- set a text value to a strategy property

B- make calculations based upon a list of actions

C- choose between actions

D- filter actions based on priority and relevance

Answer:

B

Explanation:

Aggregation components are used to perform calculations on a list of actions, such as sum, average, count, minimum, or maximum. For example, you can use an aggregation component to calculate the total value of all the actions in a group. Verified Reference:Pega Academy - Decisioning Consultant - Aggregating actions

Question 9

U+ Bank, a retail bank, presents offers on its website by using Pega Customer Decision Hub. The bank wants to leverage Customer Decision Hub capabilities to present relevant offers to qualified customers. As a decisioning consultant, you are responsible for configuring the business requirements with the Next-Best-Action Designer, which involves several tasks. To accomplish these tasks, you might have to use auto-generated decision strategies, create new decision strategies, or edit existing strategies.

In the Answer Area, select the correct execution for each Task.

Answer Area

Task	Execution		
Answer:	**Create a new decision strategy**	**Extend existing decision strategies**	**No strategy changes required**
Create complex eligibility rule that uses a scorecard rule to determine the customer credit score.	○	○	○
Create a new tracking time period for 20 days.	○	○	○
Enable a new channel.	○	○	○
Use business levers to boost an offer.	○	○	○

Question 10

Question Type: MultipleChoice

U+ Bank wants to offer credit cards only to low-risk customers. The customers are divided into various risk segments from Good to Very Poor. The risk segmentation rules that the business provides use the Average Balance and the customer Credit Score.

As a decisioning architect, you decide to use a decision table and a decision strategy to accomplish this requirement in Pega Customer Decision Hub.

Using the decision table, which label is returned for a customer with a credit score of 240 and an average balance 35000?

Options:

A- Very Poor

B- Good

C- Fair

D- Poor

Answer:

D

Explanation:

Using the decision table, you can find the label for a customer with a credit score of 240 and an average balance of 35000 by following these steps:

Start from the top row and check if the customer's credit score is less than 150. If yes, then the label is Very Poor. If no, then move to the next row.

Check if the customer's credit score is less than 175 and their average balance is less than 25000. If yes, then the label is Poor. If no, then move to the next row.

Check if the customer's credit score is less than 200 and their average balance is less than 50000. If yes, then the label is Fair. If no, then move to the next row.

Check if the customer's credit score is less than 250 and their average balance is less than 75000. If yes, then the label is Good. If no, then move to the last row.

The last row applies to all other cases that do not match any of the previous conditions. The label for this row is Very Poor.

In this case, the customer's credit score is not less than 150, so the first row does not apply. The customer's credit score is less than 175, but their average balance is not less than 25000, so the second row does not apply either. The customer's credit score is not less than 200, so the third row does not apply. The customer's credit score is less than 250 and their average balance is less than 75000, so the fourth row applies. Therefore, the label for this customer is Poor.