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Exam : **PEGACPMC74V1**

Title : Certified Pega Marketing
Consultant (CPMC) 74V1

Vendor : Pegasystems

Version : DEMO

NO.1 The Filter component is used to filter _____.

- A. customers
- B. propositions
- C. attributes
- D. adaptive models

Answer: B

NO.2 Which predefined criteria helps to identify customers who have responded to an offer in the past year?

- A. Offers Received per Channel in Last Year
- B. Offer Responses in Last Year
- C. Offers Received per Channel per Time Period
- D. Offer Responses per Time Period

Answer: D

NO.3 Which property holds the information regarding control group membership?

- A. MktValue
- B. ControlGroupName
- C. MktName
- D. pyOutcome

Answer: A

NO.4 A campaign status changes to "Wrap-up" when _____.

- A. the user changes the status via the Action menu
- B. the segment is processed
- C. the strategy has been run for all the customers in the segment
- D. all offers have reached their "End Shape"

Answer: A

NO.5 When a customer is offered a proposition that was already accepted, this is because_____.

- A. the propositions are filtered based on eligibility
- B. the strategy uses interaction history to exclude previously accepted offers
- C. there is no filter for previously accepted offers in the strategy
- D. the customer intent was captured incorrectly

Answer: C

NO.6 In a decision strategy, which decision component both filters relevant offers and prioritizes these offers?

- A. Prioritization component
- B. Filter component
- C. Group By component
- D. Switch component

Answer: A