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## Pegasystems

### [PEGAPCDC85V1](#)



Pega Certified  
Decisioning Consultant  
(PCDC) version 8.5

**Version: Demo**

**[ Total Questions: 10]**

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**Question #:1**

Myco, a telecom company, has come up with a new data plan group to suit its customers' needs. The below table lists the three data plan actions and the criteria a customer should satisfy to qualify for the offer.

Data Plans	Criterion 1	Criterion 2	Criterion 3
1 GB plan	Owns a smart mobile	Under graduation student	New customer
3 GB plan	Owns a smart mobile	Under graduation student	Existing customer
5 GB plan	Owns a smart mobile	Post graduation student	Existing customer

How do you configure the engagement policies to implement this requirement?

**Answer Area**

Criteria	Engagement policy
Criterion 1	Issue level Group level Action level
Criterion 2	Issue level Group level Action level
Criterion 3	Issue level Group level Action level

**Answer:**

**Answer Area**

Criteria	Engagement policy
Criterion 1	Issue level Group level Action level
Criterion 2	Issue level Group level Action level
Criterion 3	Issue level Group level Action level

**Question #:2**

U+ Bank, a retail bank, uses the always-on outbound approach to send outbound messages on different channels such as email, SMS, and push notifications. There are a variety of action flow patterns in use to meet various business and channel integrations requirements.

Due to technical reasons, the bank wants to temporarily suspend sending outbound messages and instead write the selected customers and action details to a database table for later offline processing.

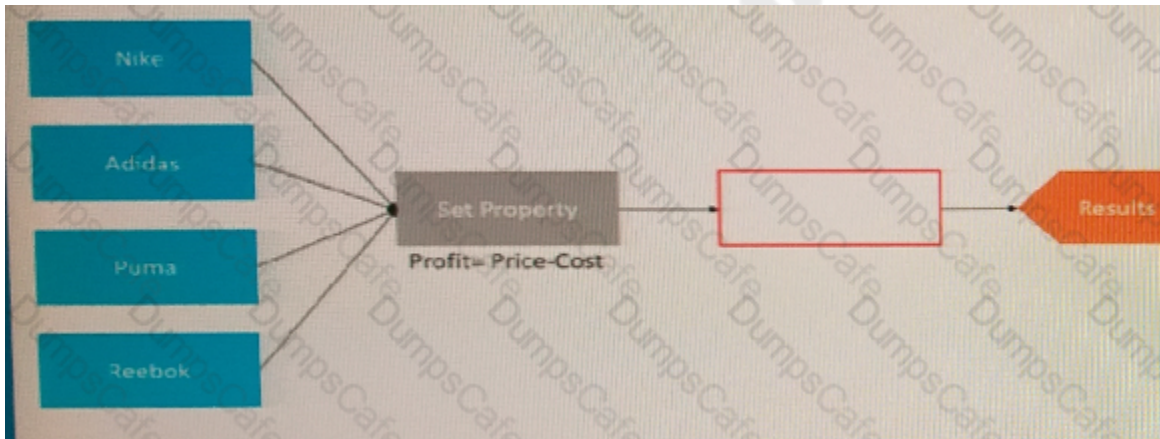
What is the most efficient way to meet this requirement?

- A. Add a new Send shape in all the action flows.
- B. Set up a secondary schedule.
- C. Bypass action flow processing.
- D. Update the Send shape with Finalization.

**Answer: D**

### Question #:3

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



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

According to the decision strategy, what is the output of component in the blank space highlighted in red?

- A. Nike, Adidas, Puma, Reebok
- B. Reebok, Puma, Adidas, Nike
- C. Reebok

D. Nike

**Answer: C**

**Question #:4**

U+ Bank, a retail bank, has introduced a credit cards group with Gold card and Platinum card offers. The bank wants to present these two offers based on the following criteria:

1. For both cards, customers must be above the age of 18
2. Offer both cards only if the customer does not explicitly opt-out of any direct marketing for credit cards
3. Platinum card is suitable for customers with the Credit Score > 500

As a decisioning consultant, how do you implement this requirement? In the Answer Area, select the correct engagement policy for each criterion.

**Answer Area**

<u>Criteria</u>	<u>Engagement policy</u>
Age	<input type="checkbox"/> Action-level suitability <input type="checkbox"/> Action-level applicability <input type="checkbox"/> Group-level eligibility <input type="checkbox"/> Group-level applicability
Opt-out	<input type="checkbox"/> Action-level suitability <input type="checkbox"/> Action-level applicability <input type="checkbox"/> Group-level eligibility <input type="checkbox"/> Group-level applicability
Credit Score	<input type="checkbox"/> Action-level suitability <input type="checkbox"/> Action-level applicability <input type="checkbox"/> Group-level eligibility <input type="checkbox"/> Group-level applicability

**Answer:**

Answer Area	Criteria	Engagement policy
Age	Opt-out	Action-level suitability Action-level applicability Group-level eligibility Group-level applicability
		Action-level suitability Action-level applicability Group-level eligibility Group-level applicability
	Credit Score	Action-level suitability Action-level applicability Group-level eligibility Group-level applicability

### Question #:5

U+ Bank has recently started using Pega Customer Decision Hub™ to display the first credit card offer, the Standard card, to every customer who logs in to their website.

Which three tasks do you need to perform to implement this requirement? (Choose Three)

- A. Set up business structure to Sales/CreditCards
- B. Define customer engagement polices
- C. Create and configure the real-time container
- D. Create the action and its web treatment
- E. Define customer contact policies

**Answer: A C D**

### Question #:6

U+ Bank, a retail bank, wants to begin promoting credit card offers via email to qualified customers. The business would like to ensure that the outbound run always uses the latest customer information.

What do you configure to implement this requirement?

- A. Trigger an external ETL (Extract-Transform-Load) process
- B. Select Refresh the audience
- C. Run the starting population segment daily

D. Select different audience sample with similar profile

**Answer: C**

**Question #:7**

MyCo, a telecom company, notices that when customers call to check on bill status, 80% of the time, they received the wrong offer promotion, leading to customer dissatisfaction. The company decides to boost customers' needs in the prioritization formula, to improve sales in the current quarter.

Which arbitration factor do you configure to implement the requirement?

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

**Answer: A**

**Question #:8**

The U+ Bank marketing department currently promotes various home loan offers to qualified customers. Now, the bank does not want customers to receive more than four promotional emails per quarter, regardless of past responses to that action by the customer.

Which option allows you to implement the business requirement?

- A. Volume constraints
- B. Customer contact limits
- C. Suitability rules
- D. Suppression policies

**Answer: C**

**Question #:9**

What does a solid arrow from a "Set Property" component to a "Filter" component mean?

- A. There is a one-to-one relationship between a "Set Property" and a "Filter" component.
- B. A property from the "Set Property" component is referenced by the "Filter" component.

- C. To evaluate the “Set Property” component, the “Filter” component is evaluated first.
- D. Information from the “Set Property” component is copied over to the “Filter” component.

**Answer: B**

**Question #:10**

U+ Bank has recently introduced a few mortgage offers that are presented to qualified customers on its website- The business now wants to prevent offer overexposure, as overexposure negatively impacts the customer experience.

Select the correct suppression rule for the requirement: If a customer has clicked on any of the mortgage offers a total of three times in the last 7 days, do not show any mortgage offers to that customer for the next 10 days.

- A. Suppress an action for 10 days if there are three clicks for any channel in the last 7 days.
- B. Suppress a group of actions for 10 days if there are three clicks on the web channel in the last 7 days.
- C. Suppress an action for 7 days if there are three clicks on the web channel in the last 10 days.
- D. Suppress a group of actions for 10 days if there are three clicks on the web channel in the last 10 days.

**Answer: A**



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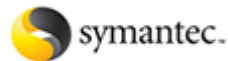
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