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**Exam** : **PEGACPDC23V1**

**Title** : Certified Pega Decisioning Consultant

**Version** : DEMO

1.A decision strategy receives a list of candidate actions for a customer. It enriches the actions with customer data, applies filtering rules, calculates scores, and returns ranked results.
What is the main role of the decision strategy?
A. To define channel-specific message layouts
B. To apply logic that selects and ranks actions
C. To manage approval of business changes
D. To store customer interaction history
**Answer:** B
**Explanation:**
A decision strategy applies decisioning logic to candidate actions. It can enrich, filter, score, prioritize, and return the most appropriate actions for a customer.

2.Which statement best describes Next-Best-Action in Customer Decision Hub?
A. It selects the action with the lowest cost
B. It sends fixed offers to each segment
C. It replaces business rules with AI only
D. It determines the best action for a customer
**Answer:** D
**Explanation:**
Next-Best-Action determines the most appropriate action for an individual customer by combining context, business rules, AI, engagement policies, and arbitration.

3.A customer received a credit card upgrade offer yesterday. The business does not want to show the same action again for seven days.
Which configuration is most appropriate?
A. Contact policy
B. Volume constraint
C. Business lever
D. Starting population
**Answer:** A
**Explanation:**
Contact policy controls customer-level exposure frequency. It can suppress repeated actions when a customer has already received the same or similar action within a defined period.

4.A business proposition called “Premium Card Upgrade” must appear as an email message and also as a web banner.
What should be configured?
A. Two customer profiles
B. Two contact policies
C. Channel-specific treatments
D. Separate starting populations
**Answer:** C
**Explanation:**
The action represents the business proposition, while treatments define how that action is presented in

specific channels such as email, web, mobile, or call center.

5.A customer already owns a savings account. The business does not want to show an acquisition offer for the same savings account.
Which engagement policy type is most likely used?
A. Suitability
B. Applicability
C. Arbitration
D. Contact policy
**Answer:** B
**Explanation:**
Applicability determines whether an action is relevant to the customer’s current situation. If the customer already owns the product, the acquisition offer is usually not applicable.