

Certified Pega Decisioning Consultant (CPDC) Practice Exam (Sample)

Study Guide



Everything you need from our exam experts!

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. Which tabs are available for a Decision Architect in the Decision Manager portal when accessing the Manage option?**
 - A. Revisions, Proposition data, Adaptive models**
 - B. Configurations, Deployments, Key Performance Indicators**
 - C. Data sources and Saved Views only**
 - D. Revisions, Proposition data, Adaptive models, Key Performance Indicators, Data sources and Saved Views**
- 2. Which of the following channels are considered valid for Next-Best-Action decisions?**
 - A. Billboard**
 - B. Retail Store**
 - C. Newspapers**
 - D. Social Media**
- 3. What is the definition of propositions in marketing?**
 - A. Unique selling points of a product**
 - B. An offer made to customers**
 - C. A set of marketing strategies**
 - D. The pricing strategy for a product**
- 4. In the Decision Manager Portal menu, which options are essential for use in the production environment?**
 - A. Review Adaptive Models, Analyze Interaction History, Generate Reports**
 - B. Monitor Adaptive Models, Monitor Interaction History and Browse Reports**
 - C. Evaluate Business Rules, Adjust Propositions, Report Generation**
 - D. Control Data Sources, Track Revisions, View Saved Views**
- 5. Which of the following flows are included in Revision Management?**
 - A. Change-Request Management and Approval**
 - B. Revision Management and Change Request Approval**
 - C. Change Management and Direct Deployment**
 - D. Revision Management, Change-Request Management, Change Request Approval and Direct Deployment**

6. How does the integration of predictive models benefit decision strategies?

- A. By enforcing consistency in data**
- B. By enabling historical analysis**
- C. By providing insights into customer segments**
- D. By eliminating the need for validation**

7. True or False: The strategy designer can create new change requests if he or she needs more rules to change.

- A. True**
- B. False**

8. What must be done to use the evidence property in a Decision Strategy for an adaptive model? (Choose One)

- A. Map it to pyEvidence.**
- B. Map it to pxPropensity.**
- C. Map it to pyPropensity.**
- D. Map it to strategy property.**

9. Where can you find the Predictive Model component?

- A. Churn**
- B. Selection**
- C. Decision Models**
- D. Decision Analytics**

10. What detailed reports can you select in the adaptive model reports?

- A. Outcome analysis and Risk report**
- B. Behavior report and Performance overview**
- C. Trend analysis and User satisfaction report**
- D. Reliability and Validation reports**

Answers

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1. D
2. B
3. B
4. B
5. D
6. C
7. B
8. D
9. D
10. B

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Explanations

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1. Which tabs are available for a Decision Architect in the Decision Manager portal when accessing the Manage option?

- A. Revisions, Proposition data, Adaptive models**
- B. Configurations, Deployments, Key Performance Indicators**
- C. Data sources and Saved Views only**

D. Revisions, Proposition data, Adaptive models, Key Performance Indicators, Data sources and Saved Views

The option stating that the tabs available for a Decision Architect in the Decision Manager portal when accessing the Manage option include Revisions, Proposition data, Adaptive models, Key Performance Indicators, Data sources, and Saved Views is accurate. This is because a Decision Architect needs a comprehensive set of tools to effectively manage decision strategies, monitor and analyze their performance, and make informed adjustments. The inclusion of Revisions allows architects to oversee changes in decision strategies over time, ensuring that they can track variations and refine them based on historical performance. Proposition data gives insights into the offers presented to customers, which is crucial for assessing the effectiveness of decisioning processes. Adaptive models enable ongoing learning and adjustment based on real-time data and customer responses, further enhancing decision quality. Additionally, Key Performance Indicators (KPIs) provide essential metrics for evaluating the success of strategies employed. Data sources offer the ability to manage and connect various data inputs needed for informed decision-making. Finally, Saved Views make it easier for architects to organize and retrieve analysis setups, improving workflow efficiency. Collectively, these components ensure a thorough and effective decision management process, reflecting the multifaceted nature of decisioning in Pega's environment.

2. Which of the following channels are considered valid for Next-Best-Action decisions?

- A. Billboard**
- B. Retail Store**
- C. Newspapers**
- D. Social Media**

The correct choice reflects that a retail store is a valid channel for Next-Best-Action (NBA) decisions due to its capacity for personalized customer interactions based on real-time data and insights. In a retail environment, agents can utilize customer profiles and behavioral analytics to recommend products, tailor promotions, and enhance the buying experience at the point of sale. This direct engagement allows for immediate and contextually relevant decision-making, which is a core principle of the Next-Best-Action framework. The capability to influence a customer's decision can significantly increase sales and improve customer satisfaction since the recommendations are directly aligned with the customer's current needs and preferences. Other options, while they represent forms of communication or advertising, do not facilitate the same level of targeted and immediate interaction as a retail store does. For instance, social media can be used for engagement but lacks the same immediacy and personal interaction in a sales context compared to a retail environment. Consequently, retail stores stand out as a key channel for executing effective NBA strategies.

3. What is the definition of propositions in marketing?

- A. Unique selling points of a product
- B. An offer made to customers**
- C. A set of marketing strategies
- D. The pricing strategy for a product

In marketing, propositions are defined as offers made to customers, which highlights the specific benefits and values that a product or service delivers. This definition encompasses the various forms that marketing propositions can take, including discounts, special deals, or added value services that aim to persuade potential customers to take action, such as making a purchase or engaging with a brand. A strong proposition effectively communicates to customers why they should choose a specific product or service over competitors, often focusing on how it meets their needs, solves their problems, or enhances their lives. This approach is fundamental in decisioning, as it helps marketers create tailored offers that resonate with target audiences, driving conversions and customer loyalty. The other options do not capture the full essence of what a proposition entails within a marketing context. Unique selling points refer to distinct features of a product but do not encompass the broader appeal of the offer itself. A set of marketing strategies encompasses various techniques and campaigns but lacks the direct customer interaction inherent in propositions. Lastly, a pricing strategy specifically addresses how a product is priced rather than the overall value proposition it presents to customers.

4. In the Decision Manager Portal menu, which options are essential for use in the production environment?

- A. Review Adaptive Models, Analyze Interaction History, Generate Reports
- B. Monitor Adaptive Models, Monitor Interaction History and Browse Reports**
- C. Evaluate Business Rules, Adjust Propositions, Report Generation
- D. Control Data Sources, Track Revisions, View Saved Views

The essential options for use in the production environment within the Decision Manager Portal focus primarily on monitoring and reporting activities that help manage and optimize decisioning processes. Monitoring Adaptive Models is critical as it allows users to observe how well models perform in real-time and make necessary adjustments based on their effectiveness. This ongoing oversight ensures that the models are consistently delivering accurate and relevant decisions according to the business objectives.

Monitoring Interaction History is equally important as it provides insight into past decisions and interactions. By understanding historical data, organizations can better adapt to customer behaviors and preferences, ensuring that future decisions are informed by what has worked or not worked in the past. Browsing Reports is essential for stakeholders who need to understand the broader impact of decisioning strategies. Reports provide analytical summaries and in-depth analysis of model performance, interaction histories, and overall outcomes, allowing teams to identify trends and make informed strategic decisions. These elements are indispensable in the production environment as they contribute vital information and insights necessary for maintaining and improving decisioning performance, ultimately leading to more effective customer interactions and business outcomes.

5. Which of the following flows are included in Revision Management?

- A. Change-Request Management and Approval**
- B. Revision Management and Change Request Approval**
- C. Change Management and Direct Deployment**
- D. Revision Management, Change-Request Management, Change Request Approval and Direct Deployment**

Revision Management involves a comprehensive process that encompasses multiple aspects of managing changes to applications or projects effectively. The correct choice includes Revision Management, which is the core component focused on overseeing versions and iterations of a specific process, alongside Change-Request Management and Change Request Approval, which deal with how changes to the system are proposed, evaluated, and sanctioned. Direct Deployment reflects the implementation aspect, allowing approved changes to be executed directly into the live environment without unnecessary delay. Including all these elements captures the full scope of revision management effectively, ensuring that every stage of change, from initiation through approval to execution, is accounted for in a structured manner. This holistic view of Revision Management is essential for maintaining control over application versions, minimizing disruption, and ensuring that changes enhance the system's performance rather than detract from it.

6. How does the integration of predictive models benefit decision strategies?

- A. By enforcing consistency in data**
- B. By enabling historical analysis**
- C. By providing insights into customer segments**
- D. By eliminating the need for validation**

The integration of predictive models significantly enhances decision strategies by providing insights into customer segments. This is crucial because understanding different customer segments allows organizations to tailor their strategies and offerings effectively. Predictive models analyze historical data and trends to identify patterns among various customer groups, helping businesses understand their unique behaviors, preferences, and needs. With this knowledge, decision-makers can create more personalized experiences, optimize marketing efforts, and improve overall engagement with customers. By leveraging insights derived from predictive analytics, organizations can make informed decisions that align with the specific characteristics and expectations of diverse segments, ultimately driving better outcomes and increasing customer satisfaction. The other options, while relevant to various aspects of data management and analysis, do not specifically address how predictive models play a key role in identifying and understanding customer segments, which is essential for crafting effective decision strategies.

7. True or False: The strategy designer can create new change requests if he or she needs more rules to change.

A. True

B. False

The statement is false. In Pega, a strategy designer is primarily focused on creating and adjusting strategies to enhance decisioning frameworks rather than directly creating change requests for rules. Creating new rules or modifying them typically falls under the responsibilities of a business analyst or a rule administrator, who would engage in the process of developing and managing rules in the application. Strategy designers leverage existing rules to build effective strategies that guide decision-making but are not directly involved in the generation of change requests for new rules themselves. Their role is more about utilizing and orchestrating the existing capabilities within the decisioning framework.

8. What must be done to use the evidence property in a Decision Strategy for an adaptive model? (Choose One)

A. Map it to pyEvidence.

B. Map it to pxPropensity.

C. Map it to pyPropensity.

D. Map it to strategy property.

To use the evidence property in a Decision Strategy for an adaptive model, it is essential to correctly map it to a strategy property. The evidence property is integral to providing the adaptive model with the necessary context and data needed for real-time decision-making. By mapping it to a strategy property, you ensure that the model can leverage this evidence during its assessments, ultimately refining the decision-making process over time. This approach helps in adjusting strategies based on incoming data or inputs, allowing the adaptive model to learn from real-world interactions and improve its predictive capabilities. It's a crucial step in enabling the model to operate effectively within its framework, ensuring that it can adapt to changes in patterns and behaviors over time. Other mapping options, while they might relate to different aspects of a predictive model or decisioning environment, do not serve the same purpose or functional requirement in the context of leveraging evidence properties for adaptive modeling effectively.

9. Where can you find the Predictive Model component?

- A. Churn
- B. Selection
- C. Decision Models
- D. Decision Analytics**

The Predictive Model component is found within Decision Analytics. This is because Decision Analytics encompasses a range of analytical techniques and models that help organizations make data-driven decisions. In this context, predictive models are specifically designed to analyze historical data and predict future outcomes, enabling businesses to craft strategies tailored to anticipated customer behavior. Decision Analytics serves as the umbrella under which various decision-making tools, including predictive models, are developed and executed. These models utilize data mining algorithms and statistical analysis to identify patterns, thereby improving the accuracy of predictions regarding customer actions or preferences. While options like Churn and Selection pertain to specific scenarios within decision-making and analysis, they do not encompass the broader scope of where predictive models are categorized or utilized, which is primarily within Decision Analytics. Decision Models, while related, focus more on the frameworks and structures guiding decisions rather than the analytical aspects provided by predictive modeling. This concentrated focus on analytics is what solidifies Decision Analytics as the correct response.

10. What detailed reports can you select in the adaptive model reports?

- A. Outcome analysis and Risk report
- B. Behavior report and Performance overview**
- C. Trend analysis and User satisfaction report
- D. Reliability and Validation reports

The selection of detailed reports in adaptive model reports primarily focuses on providing insights into how your models are performing in terms of user interactions and overall effectiveness. The behavior report analyzes how different user segments interact with the model and helps in understanding patterns in behavior over time. This kind of analysis is crucial for refining the model and improving predictions. The performance overview complements the behavior report by providing a high-level assessment of the model's predictive accuracy and exploration of variables contributing to its performance. Together, these reports give valuable information that can help decision-makers refine their strategies and enhance customer engagements based on data-driven insights. Additionally, while other report options might sound relevant, they do not align directly with the standard offerings within adaptive model analytics in Pega. Options that include outcome analysis, risk reporting, trend analysis, user satisfaction, reliability, and validation are not categorized as the core reports typically selected for comprehensive adaptive model evaluations. This focus on behavior and performance offers a more targeted and beneficial approach to understanding and advancing model effectiveness.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://pagadecisioningconsultant.examzify.com>

We wish you the very best on your exam journey. You've got this!

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