



# Adobe

## Exam Questions AD0-E121

Adobe Experience Manager Sites Business Practitioner Expert

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#### NEW QUESTION 1

You are running through an AEM Assets Discovery Checklist for your customer. Their main concerns are low downtime and minimum latency issues. What are two most important questions that you can ask the customer to best address their concerns? Choose two.

- A. What is the typical network connectivity for users accessing AEM?
- B. Do you have asset review/approval workflows?
- C. What hours are considered "off-peak" for your content authors?
- D. Do you intend to use Creative Cloud integration?
- E. What are the types of assets to be migrated?

**Answer:** AC

#### NEW QUESTION 2

A major logistics company wants to repurpose the content copy created for us website access the enterprise applications, so that they can be displayed differently in multiple channels and location\*.

Which feature should a Business Practitioner recommend in AEM 6.5?

- A. Asset Microservices
- B. Experience Fragment
- C. Published Content
- D. Content Fragment

**Answer:** C

#### NEW QUESTION 3

A developer plans to use the Text component on its pages. However the out-of-the-box (OOTB) Text component does not allow authors to edit HTML source on the component. How should the developer support HTML source editing?

- A. Extend the OOTB Text component and enable the sourceedit Rich-Text Editor (RTE) plugin.
- B. Create a new clientlib to programmatically handle HTML source >n authoring.
- C. Create a standalone custom Text component and handle HTML source in Sightly.
- D. Edit the OOTB Text component directly to enable sourceedit Rich-Text Editor (RTE) plugin.

**Answer:** D

#### NEW QUESTION 4

A customer is preparing for holiday sales and needs to update the live site at exactly midnight local time, without any manual intervention. All changes are already done on the author instance.

Which two AEM functions should the Business Practitioner recommend? (Choose two)

- A. AEM Translations
- B. Manage Publication
- C. Quick Publish
- D. Launches
- E. Multi-Site-Manager

**Answer:** BD

#### NEW QUESTION 5

Which two additional AEM Assets features become available after integration with Dynamic Media? (Choose two.)

- A. Smart Cropping
- B. Smart tags
- C. Asset translation workflows
- D. Creation of spin sets
- E. Generation of static renditions

**Answer:** AE

#### NEW QUESTION 6

The marketing team runs a campaign that starts at midnight The campaign includes multiple updates to the existing pages across the website. The marketing team needs to activate all changes automatically during non-business hours.

What should the Business Practitioner recommend?

- A. Run "Request for Activation" workflow and specify the campaign start time in the workflow title
- B. Set On Time to the campaign start hours in On/Off Time section of page properties
- C. Schedule Later Publication via the Manage Publication wizard

**Answer:** A

#### NEW QUESTION 7

A company wants to develop a website that contains interactive and multimedia experiences that will work across all devices, the Business Practitioner needs to make sure rich media assets are used without adding too much workload to asset managers.

How should the Business Practitioner meet this requirement?

- A. Use Dynamic Media image presets
- B. Use Dynamic Media smart crop
- C. Use ffmpeg to create all possible renditions
- D. Use a video component

**Answer:** B

#### NEW QUESTION 8

A new content author at 3 media company joins a team to manage content taxonomy, the author has been set up as a new user and must only have the minimum rights for this job.

Which group should the author be added to in order to meet this requirement?

- A. user-administrators
- B. projects-administrators
- C. tag-administrators
- D. community site content manager

**Answer:** B

#### NEW QUESTION 9

Which AEM feature provides support for content editing of single-page applications?

- A. SPA Editor
- B. SPA Blueprint
- C. Fluid Experiences
- D. AEM Assets

**Answer:** A

#### NEW QUESTION 10

An author would like to display an At-summarized version of an article. Which method would you recommend to achieve this?

- A. Modify a component to display a shortened form of the article.
- B. Create a variation of an experience fragment.
- C. Create a variation of a master content fragment
- D. Implement a workflow to generate a summarized version.

**Answer:** C

#### NEW QUESTION 10

A customer wants DAM users to have the ability to share a group of assets based on search criteria with other DAM users. What should the client use?

- A. Public Collections
- B. Smart Collections
- C. bghtbox Collections
- D. Static Collections

**Answer:** C

#### NEW QUESTION 13

A new content author joins a company for a content editing and authoring job. A user has been created. The user needs only the minimum rights for this job.

Which group should the user be added to in order to meet this requirement?

- A. The "administrators" group
- B. The "content-authors" group
- C. The "contributor" group
- D. The "workflow-administrators" group

**Answer:** C

#### NEW QUESTION 16

Which Workflow model property should a Business Practitioner select for a workflow that will be run often and does not require saving workflow runtime history?

- A. Transient Workflow
- B. Asset Offloading
- C. Asset Microservice
- D. Unlock Payload Process

**Answer:** C

#### NEW QUESTION 18

A customer that uses version 6.5 wants to have a text component with basic text editing features. The solution must require minimal effort cost and time to meet the deadline.

Which approach should a Business Practitioner recommend?

- A. Use Core Text Component
- B. Use HTML Source Edit
- C. Use Foundation Text Component
- D. Create a new Text Component

**Answer:** A

#### NEW QUESTION 23

A content manager wants to see how recent/ published AEM pages perform by seeing Page Views, Unique Visitors, and Time on page while viewing the pages in the AEM Site Console.

Which two recommendations should the Business Practitioner make? (Choose two)

- A. Configure AEM to Integrate with Adobe Analytics
- B. Use List View
- C. Use Column View
- D. Use Card View
- E. Configure AEM to integrate with Adobe Search and Promote

**Answer:** AD

#### NEW QUESTION 27

An AEM project (i.e. Myproject) has been deleted. What would happen to the groups (Myproject Owners, Myproject Editors and Myproject Observers) associated with the deleted project?

- A. These groups will be marked as disabled and only visible to administrators.
- B. These groups will remain in AEM until the instance is restarted.
- C. These groups will remain in AEM and require manual deletion by administrators.
- D. These groups will be deleted immediately upon project deletion.

**Answer:** C

#### NEW QUESTION 31

A product manager wants to incorporate content that lets users know where they are in the purchase flow. This feature needs to be implemented efficiently and as quickly as possible.

What should the Business Practitioner recommend to meet this requirement?

- A. Use the navigation core component
- B. Use the list core component
- C. Develop a custom purchase flow component
- D. Use the progress bar component

**Answer:** D

#### NEW QUESTION 36

A customer has been using the AEM ContextHub feature and wants to extend it by adding an additional API. The additional API will be used to allow digital marketers to target banners based on CRM data for the current visit.

What should the Business Practitioner recommend that the customer create?

- A. A ContextHub UI module
- B. A custom session store candidate
- C. A custom persisted store candidate
- D. A custom ISONP store candidate

**Answer:** A

#### NEW QUESTION 38

How should a Business Practitioner integrate Adobe Sensei with AEM for Smart tag feature?

- A. Use Smart Content Service configuration
- B. Use Custom configuration to set up the Integration
- C. Use Adobe Sensei configuration
- D. Use Adobe Launch to integrate Adobe Sensei

**Answer:** D

#### NEW QUESTION 40

A Business Practitioner needs to deactivate content that is published in production. Where should the deactivation workflow be initiated?

- A. On the dispatcher
- B. On the author
- C. On the CDN
- D. On the publish

**Answer:** B

#### NEW QUESTION 45

A customer wants to add a field to the properties of all existing and new assets in AEM Assets to capture the asset rating. After the team uploads an asset the review team needs to go through the uploaded assets and fill in the ratings. How should the Business Practitioner meet this requirement?

- A. Build a new schema with the rating property via the Metadata Schemas tool
- B. Create a new schema with the rating property via the Folder Metadata Schemas tool
- C. Build a new profile with the rating property for assets via the Metadata Profiles tool
- D. Create a new profile with the rating property via the Image Profiles tool

**Answer:** C

#### NEW QUESTION 47

Due to a major conflict in the 'add to cart' functional requirement in the e-commerce project, the development team cannot proceed with the planning and implementation. After a detailed discussion with the product Owner and development team, the requirement conflict is still not resolved. Who should the business Practitioner meet with to resolve this issue?

- A. • Content Owner • Architect
- B. • Content Manager • Development Lead
- C. • Business Owner Architect
- D. • Scrum Master • Project Manager

**Answer:** D

#### NEW QUESTION 52

A customer is going through assets implementation and is concerned that load testing tasks will increase the cost of the project budget. What should the Business Practitioner recommend?

- A. Conduct Experience Design
- B. Conduct Risk Assessment
- C. Define Support Setup
- D. Create Project Plan

**Answer:** B

#### NEW QUESTION 53

An end user tries to create a page on the Sites console but receives the following error: Problem Accessing '/content/loa/bar.html.' Reason: 403 Forbidden. How should the Business Practitioner categorize the issue during the initial triage?

- A. Permission issue
- B. Replication issue
- C. Development Defect
- D. AEM Product Defect

**Answer:** A

#### NEW QUESTION 57

An author plans to change the source pages that occur as a result of normal maintenance. The author will handle multiple root branches and promote the content without disturbing the published content. What should a Business Practitioner recommend to the content authoring team?

- A. Use Launches
- B. Use the rollout option on a blueprint
- C. Use live copy
- D. Use Projects

**Answer:** B

#### NEW QUESTION 60

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