

# Adobe

## Exam Questions AD0-E121

Adobe Experience Manager Sites Business Practitioner Expert



#### 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 customer wants to enable Two authors to finish each other's assignee workflow tastes when one author is absent or share an excessive load in the short term. What should a Business Practitioner recommend?

- A. Add both authors to dam-users group
- B. Add both authors as impersonators of each other
- C. Add both authors to workflow-users group
- D. Add both authors to a participant step

**Answer:** A

#### NEW QUESTION 3

A customer needs to update their live site when the author triggers any content activation. What should a Business Practitioner recommend be configured?

- A. Dispatcher Flush Agent
- B. Static Replication Agent
- C. Chain Replication Agent
- D. Reverse Replication Agent

**Answer:** C

#### NEW QUESTION 4

A media customer wants to implement an enterprise DAM to manage their assets. The customer works closely with third-party agencies who build and deliver bulk creatives for their projects. The marketers manage asset renditions for mobile and web layout. Which two features should the Business Practitioner recommend for the setup? (Choose two.)

- A. A Dynamic Media
- B. An integration with Adobe Creative Cloud
- C. An AEM Assets with Adobe Asset Link
- D. A translation workflow

**Answer:** BC

#### NEW QUESTION 5

The editorial manager notices that the content team is not following the recommended taxonomy and created tag duplicates in the different places of the tag hierarchy. The editorial manager follows up with the team and asks the Business Practitioner for the most efficient solution for the duplicates. What should the Business Practitioner recommend the editorial manager use?

- A. Merge operation
- B. Move operation
- C. Delete operation
- D. Unpublish operation

**Answer:** D

#### NEW QUESTION 6

An IT company gets a new project. The sponsors want to know whether everything they are asking for can be completed within their time constraints and budget. What should the Business Practitioner recommend to meet these requirements?

- A. Use AEM projects
- B. Develop in MVP plan
- C. Perform risk assessment
- D. Onboard trained technical resources

**Answer:** D

#### NEW QUESTION 7

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 COTB Text component and enable the sourceedit Rkh-Text Editor (RTE) plugm.
- 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 8**

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 functionalities 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 9**

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 10**

A customer with multi-regional offices wants to create a website. The digital marketing team wants the content to be created once so that it can be re-used on other sites. The regional offices are allowed to make variations to the website without modifying the core information supplied by the head office.

Which feature should the Business Practitioner recommend?

- A. Launches
- B. Content as a Service
- C. Live Copy
- D. Language Copy

**Answer: C**

**NEW QUESTION 10**

Which role is responsible for scope and timeline delivery to a customer?

- A. Development lead
- B. Quality Lead
- C. Project Manager
- D. Architect

**Answer: C**

**NEW QUESTION 13**

A customer plans to launch a sub-site. All of the pages will have a similar design with the only difference being the authored content. How should a Business Practitioner develop these pages?

- A. Create one editable template with a text component
- B. Create editable templates for each new page
- C. Create static templates for each new page
- D. Create one editable template with a layout container

**Answer: A**

**NEW QUESTION 14**

A content owner is concerned about violating current license agreements for assets that have reached their contract end date.

The Business Practitioner needs to make sure the published assets get unpublished. Users from the Authors or Contributors groups should not be able to republish an asset when it reaches its contract end date.

Which asset property should the Business Practitioner set?

- A. Off Time
- B. Expires
- C. Usage Terms
- D. isCheckedOut

**Answer: B**

**NEW QUESTION 15**

Which tool should the Business Practitioner recommend to the content team to manage their team, tasks, and relevant resources?

- A. Blueprint
- B. Projects
- C. Workflows
- D. Launches

**Answer:** A

**NEW QUESTION 16**

Which role is responsible for implementing websites, mobile applications and DAM features?

- A. Content Author
- B. Architect
- C. DevOps
- D. Developer

**Answer:** D

**NEW QUESTION 20**

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 21**

A business uses AEM as a Cloud Service. The production pipeline in Cloud Manager keeps reporting a maintainability issue during the hot-fix deployment. It will take more than 1 business day for the development team to resolve the deployment issue. The business wants an immediate resolution.

What should the Business Practitioner recommend to the development team?

- A. Uncheck Go Live Approval setting in Production Deployment Options and re-run the build
- B. Set Important failure Behavior setting to 'Continue immediately' and re-run the build
- C. Upload the hot-fix package and install manually via the Package Manager

**Answer:** A

**NEW QUESTION 24**

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 25**

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 28**

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 29**

A content manager has many assets that the team is working to upload into AEM. Multiple users are responsible for adding the assets. Each asset must be uploaded only once.

What should the Business Practitioner update?

- A. Day CQ DAM Create Asset
- B. Digital Rights Management
- C. Asset View Servlet
- D. Day CQ DAM Asset Upload Restriction

**Answer: D**

**NEW QUESTION 31**

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 33**

An end user tries to create a page on the Sites console but receives the following error: Problem Accessing '/content/lo0/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 35**

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