

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 developer makes the requested changes to a page on a live site. The developer then verifies that changes are reflected correctly on the page. The customer reports that they still set an older version. What should the Business Practitioner verify first?

- A. Dispatcher cache refresh
- B. Page reflects changes in Incognito mode
- C. Group and access
- D. Previous changes on the landing page

Answer: A

NEW QUESTION 4

A customer wants to place tag manager scripts on its pages based on the environment. The three environments are as follows:

- Dev Environment
- QA Environment
- Production Environment

The Business practitioner needs to recommend a feature so that the scripts are loaded in the correct environment. What should the Business Practitioner recommend the company use?

- A. Host names
- B. Runmodes
- C. Adobe Target
- D. Replication Agent

Answer: B

NEW QUESTION 5

A major logistics company wants to repurpose the content copy created for its 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 6

A customer has a website that serves an English-speaking market. The customer wants to expand to a German-speaking market. What should the Business Practitioner recommend to seamlessly create the new website structure?

- A. Use the MSM functionality to create a language copy
- B. Use I18n Translator to create the language copy
- C. Use the MSM functionality to create a live copy
- D. Use an External Translation provider to create a language copy

Answer: C

NEW QUESTION 7

A company plans to develop a set of pages with the same design and structure. The only difference between the pages is the content inside the body. What is the

belt approach to develop the pages?

- A. Create a specific page template for each page with associated components in each body.
- B. Use the out-of-the-box Reference component to allow freedom in content editing.
- C. Create a page template for all pages with a layout container in the body.
- D. Create a page template and put the rich-text editor (RTE) in the body.

Answer: C

NEW QUESTION 8

A content author receives a request to build a new page with content that includes images and layout that exists on other pages. The page must be built using the existing content. What should the Business Practitioner recommend to meet this requirement?

- A. Clone an experience fragment template
- B. Leverage the content fragment reference component
- C. Author the content directly on the page
- D. Leverage the experience fragment reference component

Answer: B

NEW QUESTION 9

A customer has a multi-step asset creation workflow process that contains the following steps:

- Create Asset
- Off-shore Review
- On-shore Review
- Legal Approval
- Brand Approval
- Complete

When viewing the individual tasks the customer prefers to see a simplified view of the process which consists of the following phases:

- Create
- Review
- Approval
- Complete

What should the Business Practitioner recommend that the customer create and assign?

- A. The progress value to Workflow metadata
- B. The progress value using ECMAScript
- C. A stage property to each workflow step
- D. A workflow step to a model

Answer: C

NEW QUESTION 10

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 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 10

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 15

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 18

A company requests a new banner component that should conform to company design standards. Details on what the authoring dialog experience should be have not been provided.

Which two additional pieces of information should the Business Practitioner clarify for the developer? (Choose two.)

- A. Content model
- B. Selectable fields
- C. Editable elements
- D. Workflow model

Answer: AB

NEW QUESTION 21

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 22

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 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 wants to implement social media pixels directly on AEM templates What should the Business Practitioner recommend?

- A. Use Adobe Hunch
- B. Add an Adobe Analytics cloud configuration
- C. Add an Adobe Target cloud configuration
- D. Use Adobe AEM Contexthub

Answer: C

NEW QUESTION 30

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 31

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 32

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 35

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 40

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 45

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 49

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