

# Adobe

## Exam Questions AD0-E121

Adobe Experience Manager Sites Business Practitioner Expert



#### NEW QUESTION 1

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 2

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 3

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 4

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

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

**Answer: AE**

#### NEW QUESTION 5

A customer with multi-regional offices wants 10 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 mike 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 6

A customer wants different teams to collaborate with each other by connecting Adobe Experience Manager (AEM) Assets with Creative Cloud desktop apps: InDesign, Photoshop and Illustrator.

Which AEM feature can be used for this requirement?

- A. Adobe Asset Link
- B. Asset link sharing
- C. AEM Projects
- D. Dynamic Media

**Answer: A**

#### NEW QUESTION 7

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 8**

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 learn 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 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**

A customer wants DAM users to have the ability to share a group of assets bases 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 10**

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 14**

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

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

**Answer:** C

**NEW QUESTION 16**

A customer that uses version 6.5 wants 10 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 17**

An AEM project (i.e. Myproject) has been deleted. What would happen to the groups (Myproject Owners. Myproject Editors and Wyproject 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 19**

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 21**

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 26**

Regarding performance, what are the Adobe recommended response time guidelines for uncacheable HTML requests?

- A. 30% of the requests for pages should have a response in less than 100ms.
- B. 70% of the requests for pages should have a response in less than 100ms.
- C. 20% of the requests for pages should have a response in less than 1 second.
- D. No pages should respond slower than an elapsed period of 500ms.

**Answer: B**

**NEW QUESTION 30**

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 32**

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