



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 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 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 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 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

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 6

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 7

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 8

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 9

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 10

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 10

A customer has a business requirement to trigger a specific workflow in author whenever there is a change to a particular type of node in AEM. Which functionality should the Business Practitioner recommend?

- A. Launches
- B. Workflow Launchers
- C. DAM update asset workflow
- D. Activation model workflow

Answer: B

NEW QUESTION 12

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 16

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 19

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 23

A new user who is a member of the content-authors group needs to access the AEM web console. The new user should not be added to the administrator's group. What should the Business Practitioner recommend?

- A. Give additional permissions to content-authors group
- B. Update the IMS configuration
- C. Update the OSGi configuration
- D. Give additional permissions to the new user

Answer: B

NEW QUESTION 25

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 27

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 31

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 35

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 36

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 41

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