# 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 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 3**
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 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**
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 6**
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 7**
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 m 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 8**
An author would like to display an At-summarized version of an artiste. 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 9**
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 10**
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 lo 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 15**
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**
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 22**
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 26**
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 31**
Regarding performance, what are the Adobe recommended response Time guidelines for uneached 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 100mt
C. 20% of the requests for pages should have a response in less than1 second.
D. No pages should respond slower than an elapsed period o' 500ms.

**Answer:** B

**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 38**
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