

# Adobe

## Exam Questions AD0-E121

Adobe Experience Manager Sites Business Practitioner Expert



#### NEW QUESTION 1

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 2

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 3

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 4

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 5

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 6

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 to 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 7

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 8**

A customer has been using the AEM ContextHub feature Cut wants to extend it by adding an additional API. The additional API will be used to allow digital marketers to target banners based on CRM data for the current visit.

What should the Business Practitioner recommend that the customer create?

- A. A ContextHub UI module
- B. A custom session store candidate
- C. A custom persisted store candidate
- D. A custom ISONP store candidate

**Answer: A**

**NEW QUESTION 9**

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 10**

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. Create 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 11**

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