



Adobe

Exam Questions AD0-E121

Adobe Experience Manager Sites Business Practitioner Expert

NEW QUESTION 1

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 2

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 best 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 3

An IT company gets a new project. The sponsors want to know whether everything they are asking for can be completed within their time constraints and budget. What should the Business Practitioner recommend to meet these requirements?

- A. Use AEM projects
- B. Develop in MVP plan
- C. Perform risk assessment
- D. Onboard trained technical resources

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 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 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 at a media company joins a team to manage content taxonomy. The author has been set up as a new user and must only have the minimum rights for this job.

Which group should the author be added to in order to meet this requirement?

- A. user-administrators
- B. projects-administrators
- C. tag-administrators
- D. community site content manager

Answer: B

NEW QUESTION 7

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 8

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

Answer: C

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 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 10

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