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**Vendor:**Adobe

**Exam Code:**AD0-E102

**Exam Name:**Adobe Experience Manager Business  
Practitioner

**Version:**Demo

### 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. Do you intend to use Creative Cloud Integration?
- B. What is the typical network connectivity for users accessing AEM?
- C. What hours are considered "off-peak" for your content authors?
- D. What are the types of assets to be migrated?
- E. Do you have asset review/approval workflows?

Correct Answer: BC

Reference: [https://helpx.adobe.com/content/dam/help/en/experience-manager/kb/aem-assetsimplementation/\\_jcr\\_content/main-pars/download\\_section/download-1/Adobe%20AEM%20Assets%20Discovery%20Checklist.pdf](https://helpx.adobe.com/content/dam/help/en/experience-manager/kb/aem-assetsimplementation/_jcr_content/main-pars/download_section/download-1/Adobe%20AEM%20Assets%20Discovery%20Checklist.pdf)

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### QUESTION 2

If a client wants to add a Facebook pixel or do analytics tracking, what option do you recommend?

- A. Add a custom script with Adobe Target
- B. Use a tag management toll such as Adobe Launch
- C. Have a developer add it to a page component
- D. Add a cloud configuration

Correct Answer: B

Reference: <https://forums.adobe.com/thread/1775698>

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### QUESTION 3

A client has approached you and said that their renditions are not appearing for an asset recently uploaded. As an author, how would you troubleshoot this issue?

- A. Check the Health Checks
- B. Check the failed workflows
- C. Check the properties of the asset
- D. Examine the timeline view

Correct Answer: C

Reference: <https://forums.adobe.com/thread/2581731>

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#### QUESTION 4

A customer wants to show a list of pages based on categories. What is preferred way of creating this list?

- A. Content fragments
- B. Multi-field links
- C. Reference components
- D. Tagging

Correct Answer: A

Reference: <https://www.axamit.com/blog/adobe/aem-6-3-overview>

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#### QUESTION 5

In which situation should Experience Fragments be used? Choose two.

- A. Using Content Services to create a headless solution
- B. When experiences need to be optimized with intelligence based on specific KPIs
- C. When content contains large size assets and needs better performance
- D. When experiences can be reused with same or similar content and layout
- E. When using Adobe Experience Cloud service for content

Correct Answer: CD

Reference: <https://helpx.adobe.com/experience-manager/6-4/sites/authoring/using/experience-fragments.html#WhenShouldYouUseExperienceFragments>

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#### QUESTION 6

A template author wants to modify the default layout for all existing product pages. If the original editable template is modified, what happens?

- A. All existing product pages are changed to reflect the change including the initial content and structure of the template
- B. All existing product pages are changed to reflect the change in initial content excluding the structure
- C. No existing product pages are changed
- D. All existing product pages are changed to reflect the change in structure excluding the initial content

Correct Answer: A

Reference: <https://blog.3sharecorp.com/creating-editable-templates-adobe-experience-manager>

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### QUESTION 7

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. Create a page template for all pages with a layout container in the body
- C. Create a page template and put the rich-text (RTE) in the body
- D. Use the out-of-the-box Reference component to allow freedom in context editing

Correct Answer: B

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### QUESTION 8

An author would like to display an AI-summarized version of an article. Which method would you recommend to achieve this?

- A. Create a variation of a master content fragment
- B. Modify a component to display a shortened form of the article
- C. Create a variation of an experience fragment
- D. Implement a workflow to generate a summarized version

Correct Answer: A

Reference: <https://helpx.adobe.com/experience-manager/using/content-fragments.html>

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### QUESTION 9

You want users to be able to fill out wizard-like forms on any device. What AEM Forms type is best suited for this scenario?

- A. HTML Form
- B. PDF Form
- C. Adaptive Form

D. XFA Form

Correct Answer: D

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#### **QUESTION 10**

SEO best practice states that if a user were to see a URI and none of the content on the page, they should be able to describe what the page is.

Which AEM feature allows you to control a URL while maintaining SEO integrity?

- A. Use the link Externalizer tool to set a global URL rule for your site
- B. Configure your dispatcher to redirect users to SEO enabled pages only
- C. Use the Move command to move the page
- D. Use the vanity URL field of the page property to configure the URL

Correct Answer: D

Reference: <https://helpx.adobe.com/experience-manager/6-4/managing/using/seo-and-urlmanagement.html>

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#### **QUESTION 11**

A company wants to enable the "Request for Activation" option for some of the authors so that content only gets published upon approval.

What would you do to enable the option for those authors?

- A. Overlay the Sites wizard to add "Request for Activation" option
- B. Remove the right to the replicate action from those authors
- C. Add those authors to the Request for Activation workflow model
- D. Give Replicate and Modify permission to those authors
- E. Editable Templates

Correct Answer: C

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#### **QUESTION 12**

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

- A. 30% of the requests for pages should have a response in less than 100ms

B. 20% of the requests for pages should have a response in less than 1 second

C. 70% of the request for pages should have a response in less than 100ms

D. No pages should respond slower than an elapsed period of 500ms

Correct Answer: C

Reference: <https://helpx.adobe.com/ee/experience-manager/6-4/sites/deploying/using/configuringperformance.html>