DUMPSARENA

Adobe Experience Manager Sites Business Practitioner Expert

Adobe AD0-E121

Version Demo

Total Demo Questions: 14

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Topic Break Down

Topic	No. of Questions
Topic 1, Planning	20
Topic 2, Implementation	60
Topic 3, Content Management	60
Total	140

QUESTION NO: 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: A C

Explanation:

What is the typical network connectivity for users accessing AEM? is essential because perceived AEM Assets performance depends on the connection quality between users and the service. Understanding users' typical bandwidth, geographic distribution, VPN or corporate-network use, and potential high-latency links helps the implementation team anticipate how quickly asset thumbnails, renditions, metadata, and search results will be delivered. This information supports appropriate network and delivery planning for a responsive authoring experience.

What hours are considered "off-peak" for your content authors? directly supports the customer's downtime objective. Asset migration, bulk ingestion, processing, and other operational activities can consume substantial platform and network capacity. Identifying periods when few authors are active enables the team to schedule disruptive or resource-intensive work when its business impact is lowest, preserving availability and reducing the likelihood of authoring delays during normal working hours. Adobe also recommends planning asset migration and operational activities with workload, volume, and user impact in mind. See Adobe's Assets migration guidance and Assets performance-tuning guidelines.

QUESTION NO: 2

A customer plans to launch a sub-site. All of the pages will have a similar design win 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 fc each new page

D. Create one editable template with a layout container

ANSWER: D

Explanation:

Create one editable template with a layout container is the appropriate approach because the sub-site pages share a common design while their content varies. An editable template lets the practitioner define and centrally manage the consistent page structure, such as headers, navigation, and designated content areas. Pages created from that template inherit the intended experience, ensuring visual and structural consistency throughout the sub-site.

The layout container provides a controlled authoring area in which authors can add, arrange, and configure permitted components to create the page-specific content. Template policies can define which components are available and establish defaults, helping maintain governance while preserving the flexibility needed for different authored content. This approach is scalable: updates to the template structure can be applied consistently to pages that use it, rather than requiring separate template maintenance for each page type or relying on a narrowly defined single text field.

Adobe describes editable templates as reusable page definitions that control page structure and initial content, and documents layout containers as responsive authoring areas for components. See Adobe Experience Manager editable templates documentation and Adobe responsive layout documentation.

QUESTION NO: 3

A client wants to offer products in ten different countries, and all of the sites will be created with a Live Copy. Certain features will be inherited from their source so the author is able to create the site in an efficient manner. Which two features will be inherited from the source? (Choose two)

A. Running workflow data

B. OSGI Language Configuration

C. Content

D. Page properties

ANSWER: C D

Explanation:

Content and **Page properties** are inherited through Adobe Experience Manager Multi Site Manager (MSM) when a site is created as a Live Copy of a blueprint or other source. A Live Copy maintains a relationship with its source pages, enabling source changes to be rolled out to the country-specific copies. This makes it practical to centrally manage shared material, such as page structure and authored component content, while allowing local teams to make permitted market-specific changes or suspend inheritance where needed.

Page-level metadata is also part of the managed page content. Therefore, page properties from the source, including values used for titles, navigation, tagging, and other page configuration, can be propagated to associated Live Copy pages by the applicable rollout configuration. This inheritance supports consistent site governance across all regional sites and reduces duplicated authoring effort. Authors can still use MSM controls, such as cancelling inheritance or configuring rollout actions, when a local variation must no longer receive a particular source update. Adobe documents that Live Copies inherit content from their source and that rollout configurations determine how source modifications are synchronized to Live Copies. See Adobe Experience Manager Multi Site Manager overview and Adobe documentation on creating and managing Live Copies.

QUESTION NO: 4

A customer warns to ado 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 ta 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. Guild 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: A

Explanation:

Build a new schema with the rating property via the Metadata Schemas tool is correct because metadata schemas control the fields that users see and edit in an asset's Properties interface in AEM Assets. A Business Practitioner can use the Metadata Schemas tool to create or edit an asset metadata schema, add a rating field, and apply that schema to the appropriate asset folder. Assets in that folder, including assets already present and assets uploaded later, then use the schema when their properties are opened. This provides the review team with a consistent field in which to record the rating after upload, without requiring custom development.

The rating field can be configured with an appropriate field type, such as a dropdown or numeric field, depending on the organization's rating model. Applying the schema at the relevant folder level also supports governance because the same metadata requirements are presented consistently for all assets managed in that location and, where applicable, its subfolders. Adobe documents metadata schemas as the mechanism for defining asset metadata layouts and assigning those schemas to folders. See Adobe Experience League: Metadata Schemas and Adobe Experience League: Manage Asset Metadata.

QUESTION NO: 5

Which cache header will prevent file from getting cached in dispatcher?

A. Response.setHeader("Pragma: no-cache")

B. Response.setHeader("Dispatcher", "no-cache")

C. Response.setGeader("Cache-Control: no-cache")

ANSWER: B

Explanation:

`Response.setHeader("Dispatcher", "no-cache")` is the correct response header call because Adobe Dispatcher explicitly recognizes the HTTP header `Dispatcher: no-cache`. When an AEM component, servlet, or other response-producing code sets this header, Dispatcher delivers the response to the requesting client but does not store that response in its cache. This is useful for content whose output is dynamic, personalized, sensitive, or otherwise unsuitable for reuse from the Dispatcher cache. The header is intended as an application-controlled caching instruction: the response logic determines that the particular rendition should bypass Dispatcher storage, rather than relying solely on cache rules defined in the Dispatcher farm configuration. Adobe's Dispatcher documentation describes using `Dispatcher: no-cache` to prevent caching for a response and notes that Dispatcher evaluates this response header as part of its cacheability behavior. Implement the call with the header name and value as separate arguments, as shown, so the generated HTTP response contains exactly `Dispatcher: no-cache`. See Adobe's Dispatcher configuration documentation and the Dispatcher documentation overview.

QUESTION NO: 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: A B

Explanation:

Content model and **Selectable fields** are the essential details to clarify because they define both the banner's content structure and the authoring controls needed to maintain the company's design standards. The content model specifies the information the component must store and present, such as a banner image, headline, description, call-to-action label, link destination, alternative text, and styling or layout properties. This lets the developer establish the component's properties and rendering structure consistently.

Selectable fields clarify where authors should choose from governed values rather than enter unrestricted text. For example, a banner may need approved color themes, image renditions, alignment choices, call-to-action styles, or predefined target

behaviors. Identifying these fields and their permitted values enables the developer to build an appropriate AEM dialog with selection widgets and constraints that support consistent authoring.

Adobe documents that component dialogs define the editable content and behavior exposed to authors, while component development uses defined content properties to render the experience. Clear requirements for the model and controlled selections therefore allow the component to satisfy both author usability and brand governance. See Adobe Experience Manager component development documentation and Adobe dialog development documentation.

QUESTION NO: 7

A business team advised a client to use AEM to build a Single Page Application. What are two benefits of using a SPA, from the developer's perspective? (Choose Two)

A. The developers can use project workflows to pass data from backend to frontend

B. The developers will have a clean separation of concerns between content and presentation

C. The developers can make use of restful JSON as API

ANSWER: B C

Explanation:

The developers will have a clean separation of concerns between content and presentation because an AEM single-page application typically separates the front-end application implementation from the AEM-managed content. Developers can build and maintain presentation components in the chosen client-side framework while content authors manage structured content in AEM. This division supports clearer ownership, component reuse, and independent front-end development practices without coupling every presentation change directly to server-rendered page templates.

The developers can make use of restful JSON as API because AEM exposes page and component content to SPA clients through its JSON-based content model and model-exporter capabilities. The SPA retrieves that structured data and renders or updates the client-side experience dynamically, which is a natural API-driven workflow for modern JavaScript applications. Adobe documents that the SPA Editor architecture relies on the AEM JSON model to provide content to the application, and that the model is consumed by the SPA framework integration. This allows developers to use familiar API consumption patterns when connecting the presentation layer to AEM content.

For Adobe's SPA architecture and JSON model details, see AEM SPA blueprint and AEM JSON Exporter.

QUESTION NO: 8

Which two email marketing solutions are available to integrate into AEM as Third-Party Services? (Choose two)

A. Silverpop Engage

B. Pushwoosh Connection

C. ExactTarget

D. Mailchimp

ANSWER: A C

Explanation:

Silverpop Engage and **ExactTarget** are the email-marketing providers supported by AEM's Third-Party Services integrations. AEM can be configured with connection details and credentials for these providers so that marketers can use AEM-managed content, audiences, and campaign assets alongside an external email-delivery platform. In particular, the ExactTarget integration supports connecting AEM to Salesforce Marketing Cloud ExactTarget functionality for email campaign workflows. Silverpop Engage is likewise an email marketing and marketing-automation service that AEM documented as a configurable cloud service integration. These integrations fit the purpose of a third-party service: AEM remains the content experience platform while the external provider supplies specialized campaign execution, recipient

management, and delivery capabilities. Adobe's AEM documentation describes cloud-service configuration and lists the supported service integrations for the applicable AEM release; the archived AEM 6.2 documentation includes the Silverpop Engage integration material. See Adobe's external providers documentation and the Silverpop Engage integration documentation.

QUESTION NO: 9

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 requests for pages should have a response time of less than 100 ms, 25% should respond in less than 500 ms, and 5% should respond in less than 1 second.

C. No pages should respond slower than an elapsed period o' 500ms.

ANSWER: B

Explanation:

Adobe's recommended performance distribution for uncached HTML requests is: 70% of page requests should complete in less than 100 milliseconds, 25% should complete in less than 500 milliseconds, and the remaining 5% should complete in less than one second. These targets are intended to measure the end-user response time for requests that cannot be served from cache and therefore require AEM to render the page dynamically. Using percentage bands rather than a single average is important because an average can conceal a small but significant set of slow requests that harms user experience.

Teams should capture these timings under representative load and review the complete distribution when validating an AEM implementation. Meeting the sub-100-millisecond target for most uncached requests supports responsive navigation, while the 500-millisecond and one-second bands establish acceptable upper bounds for progressively smaller portions of traffic. Adobe also recommends using Dispatcher caching wherever possible, since cached delivery reduces application rendering work and helps preserve capacity for requests that must remain uncached. See Adobe's AEM performance guidelines and Dispatcher documentation.

QUESTION NO: 10

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

Explanation:

Create a variation of a master content fragment is the appropriate approach because Content Fragment variations are intended to hold alternate renditions of the same structured content. An author can start from the master content fragment, create a variation such as "Summary," and edit that variation to contain a shorter, channel-appropriate version while retaining the relationship to the master. This supports authoring governance: the master remains the primary, complete content source, and the summarized content is maintained as a deliberate alternative rather than as unrelated duplicated material.

Content Fragment variations are especially useful when different placements need different content lengths or editorial treatments. A page or consuming component can select the required variation, allowing the same content fragment to provide the full article-like content in one context and its concise summary in another. Adobe documents that variations are

copies of the master content which can be adapted for specific purposes, and that they can be selected when using content fragments in AEM. See Adobe's Content Fragment Variations documentation and Content Fragments overview.

QUESTION NO: 11

An author is using the carousel component to organize content in a rotating carousel of slides. Using the design dialog, the author defines which components can be added to the carousel. Which two additional actions can be made in this dialog? (Choose two)

A. Enabling or disabling automatic transitions

B. Renaming a particular panel in the carousel

C. Creating, naming, and ordering multiple lines

D. Customizing the styles

ANSWER: A D

Explanation:

"Enabling or disabling automatic transitions" is correct because the Carousel Core Component's policy/design configuration includes controls for automatic slide advancement. Template authors can use the component policy to determine whether autoplay is enabled and configure its related behavior, such as the transition delay. This lets the carousel meet site-level presentation and accessibility requirements while maintaining a consistent configuration wherever that policy is applied.

"Customizing the styles" is also correct because AEM's Style System is configured through component policies in the template editor's Design mode. A template author can define the style variants that content authors may select for a component, allowing approved visual treatments to be applied without editing CSS or changing the component implementation. The styles made available depend on the site's configured CSS classes and policy settings, but managing those permitted styles is a design-dialog/policy action. Adobe documents the Carousel component's policy-based configuration, including automatic slide transitions, in the Carousel Core Component documentation. Adobe also describes how component policies expose allowed style variants through the AEM Style System.

QUESTION NO: 12

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 "contributors" group

D. The "workflow-administrators" group

ANSWER: B

Explanation:

The "content-authors" group is the appropriate choice because it is the built-in AEM group intended for users whose work is creating and editing website content. Assigning the new user to this group follows the principle of least privilege: the author receives the permissions needed for normal authoring activities without receiving broad system-administration or workflow-configuration capabilities. In AEM, group membership is the standard mechanism for assigning access, and Adobe recommends using groups rather than granting permissions directly to individual users. This approach keeps access consistent across authoring teams and makes future permission management easier.

The content-author role can then be supplemented only when a specific business requirement exists, such as access to a restricted content area, a particular DAM folder, or an approval workflow. Starting with the dedicated authoring group is therefore the safest and most maintainable baseline for a content editing and authoring position. Adobe's AEM security

guidance describes using users and groups to manage permissions and apply access controls appropriately: AEM security documentation. See also Adobe's guidance on administering users, groups, and permissions: User, group, and access-rights administration.

QUESTION NO: 13

A customer needs authors to select from approved visual treatments, such as Primary, Secondary, and Dark, when using the same Teaser component. The treatments must be centrally governed and should not require separate component development.

What should the Business Practitioner recommend?

A. Use the Style System

B. Create a separate editable template for each treatment

C. Create a Launch for each treatment

D. Use a Content Fragment variation

ANSWER: A

Explanation:

Use the Style System is correct because it allows template authors to define a controlled set of styles for a component through its content policy. Content authors can then select an approved style from the component toolbar while authoring a page. The selected style applies a predefined CSS class without requiring a separate component for each visual treatment.

This approach maintains design consistency because only styles configured in the policy are available to authors. It also keeps the Teaser component reusable while enabling the required presentation variations. See Adobe's Style System documentation and content policy documentation.

QUESTION NO: 14

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 functicnjlii.es should the Business Practitioner recommend? (Choose two)

A. AEM Translations

B. Manage Publication

C. Quick Publish

D. Launches

E. Multi-Site-Manage r

ANSWER: B D

Explanation:

Manage Publication is appropriate because it provides the publishing workflow for selected pages and assets and supports scheduling activation for a specified future date and time. The Business Practitioner can select the prepared content, choose the publish action, and set the required midnight time so that the activation is performed automatically rather than requiring an author to be online. Adobe documents scheduled activation as part of managing publication through the Sites console.

Launches is also appropriate for planned releases. A launch is a workspace containing changes that can be reviewed separately from the current production content. When the release is ready, the launch can be promoted to its source and scheduled for a future time. This supports a coordinated holiday release while keeping the already-prepared changes

isolated until the intended release window. In practice, the team can use a launch to organize and validate the release, then use the scheduled promotion/publication capability to make it live at midnight.

Adobe’s documentation for promoting launches describes scheduling promotion, while its publishing pages guidance covers scheduled activation through Manage Publication.