

## AD0-E102<sup>Q&As</sup>

Adobe Experience Manager Business Practitioner

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**QUESTION 1**

A company foresees the structure of page templates will change frequently for its pages. Why is it important to use editable templates instead of static templates?

- A. Allows you to add initial components to existing pages
- B. The Column Control component is only available for editable templates
- C. Editable templates are replicated faster to a publish server
- D. A dynamic connection is maintained between the page and the template on existing pages

Correct Answer: D

Reference: <https://helpx.adobe.com/experience-manager/6-2/sites/authoring/using/templates.html>

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**QUESTION 2**

What is the recommended method to view a pages as it was in a previous point in time?

- A. Revert pages to their previous versions
- B. Use Timewarp to simulate the published state of a page at specific times in the past
- C. Create a workflow to take screen captures of pages and store them in Assets
- D. Keep nightly backups of CRX and restore as needed

Correct Answer: A

Reference: <https://helpx.adobe.com/experience-manager/6-3/sites/classic-ui-authoring/using/classic-pageauthor-work-with-versions.html>

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**QUESTION 3**

When a user requests a cacheable document from the AEM Dispatcher, what will the Dispatcher check to access whether the document exists in the web server file system? Choose two.

- A. If the document is not cached, the Dispatcher requests the document form the AEM instance
- B. If the document is not cached, the Dispatcher returns a 404 error response
- C. If the document is cached, the AEM Dispatcher returns the file from the CDN Cache
- D. If the document is cached, the AEM Dispathter requests the cached file after validation

Correct Answer: AC

Reference: <https://docs.adobe.com/content/help/en/experience-manager-dispatcher/using/dispatcher.html>

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**QUESTION 4**

Given that your company has a team of creative content creators for your AEM managed website, which is true for managing images and videos?

- A. You should use Sensei to store the assets to the correct DAM folder
- B. You should use AEM Forms to create an asset upload portal
- C. You should enable the Smart Tagging feature to save time on video tagging
- D. You should connect AEM to the Creative Cloud

Correct Answer: C

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**QUESTION 5**

The user-based for your newly created AEM Community is growing quickly and will soon get out of hand without any management.

Which Administration section will best handle this scenario?

- A. Moderation console
- B. Site console
- C. Members console
- D. Reports console

Correct Answer: A

Reference: <https://helpx.adobe.com/experience-manager/6-3/communities/using/moderation.html>

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**QUESTION 6**

Which AEM feature can an author use to manage and display the text-only content on different channels?

- A. Experience fragments
- B. A reference component
- C. AEM Workflows
- D. Content fragments

Correct Answer: D

Reference: <https://helpx.adobe.com/experience-manager/6-3/sites/authoring/using/content-fragments.html>

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**QUESTION 7**

As an asset manager, how could you best ensure that only valid metadata is shown for a particular asset type?

- A. Use cascading metadata rules to hide or show fields based on types
- B. Use a single schema with only mandatory metadata fields
- C. Define a metadata schema for a type and apply it to a specific folder
- D. Create a schema for assets based on their MIME type

Correct Answer: C

Reference: <https://helpx.adobe.com/experience-manager/6-3/assets/using/metadata-schemas.html>

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**QUESTION 8**

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 9**

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

## QUESTION 10

A client wishes to moderate communication between their customers and their in-house product experts, expecting a very large amount of user-generated data.

How can this be accomplished?

- A. Enable reverse replication
- B. Create a forum and QandA site using AEM Communities
- C. Implement a contact us page using AEM Forms
- D. Conduct an outreach marketing event with Adobe Campaign

Correct Answer: B

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