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AD0-E102

Adobe Experience Manager Business Practitioner



Exam A

QUESTION 1

A company has an existing English language site for the Canadian market. It is planning to create a new site for the US market. While most of the control of the current site can be reused for the new site, how would you create the new site in the most efficient manner?

- A. Create a live copy from the (ca/en) root to (us/en)
- B. Duplicate the site root(ca/en), then move it to the new regional root
- C. Copy the site root (ca/en) and paste it in the regional root (us/en)
- D. Create a site (us/en) and define the redirect to (ca/en)

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 2

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

Section: (none)

Explanation

Explanation/Reference:

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



QUESTION 3

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 4

Refer to the exhibit. Which is an AEM page mode?



- A. Timewarp
- B. Publish
- C. Deploy
- D. Review

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Reference: https://helpx.adobe.com/experience-manager/6-3/sites/authoring/using/author-environment-tools.html#main-pars_title_20

QUESTION 5

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 from 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 Dispatcher requests the cached file after validation



Correct Answer: AC

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 6

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 Q&A 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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 7

Your company is launching a website with customers from around the world. What capabilities of AEM Sites would allow you to make the content more relevant to the largest amount of customers? Choose two.

- A. Translation Framework
- B. Layouting Mode
- C. Editable Templates
- D. Multi-Site Manager
- E. Launches

Correct Answer: BC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 8

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

Section: (none)

Explanation

Explanation/Reference:

Reference: https://helpx.adobe.com/content/dam/help/en/experience-manager/kb/aem-assets-implementation/jcr_content/main-pars/download_section/download-1/Adobe%20AEM%20Assets%20Discovery%20Checklist.pdf

QUESTION 9 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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 10

You want to create a grouping of all the assets under a specific category that are contained in various location across the DAM. What is the best way to achieve this?

- A. Use the Dropzone feature
- B. Use static
- C. Use Smart collections
- D. Use static references to folders

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://helpx.adobe.com/experience-manager/6-3/assets/using/managing-collections-touch-ui.html>

QUESTION 11 A client is building out their website using several different content pages web specific components to be used on each page. What is the recommended system to restrict components on specific templates?

- A. Set ACL permissions
- B. Define components in page properties
- C. Use content policies
- D. Use the Responsive Grid Edit dialog

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://forums.adobe.com/thread/2451356>

QUESTION 12 What is the main function of AEM Screens?

- A. AEM Screens is used to display interactive content on digital signs
- B. AEM Screens is used for previewing content
- C. AEM Screens is used to build single-page applications
- D. AEM Screens is used to emulate the content of different devices

Correct Answer: A

Section: (none)

Explanation

**Explanation/Reference:**

Reference: <https://helpx.adobe.com/experience-manager/6-3/sites/deploying/using/aem-screens-introduction.html>

QUESTION 13

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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 14

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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 15 How can an author determine the number of Language Copies for a given page?

- A. The Language Copies will be displayed in the page properties
- B. The Language Copies will be displayed in the Filters section
- C. The Language Copies will be displayed in References section
- D. The Language Copies will be displayed in Manage Publications

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://helpx.adobe.com/experience-manager/6-3/sites/authoring/using/author-environment-tools.html>

QUESTION 16

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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 17 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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 18

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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 19

A specific user is encountering an error while editing a page that other authors have not reported. How would you troubleshoot the problem using AEM?

- A. Use AEM Screens for a screenshare session
- B. Check the Page timeline
- C. Impersonate as the user reporting the issue
- D. Check the Dispatcher

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

Reference: <https://helpx.adobe.com/experience-manager/kb/common-critical-AEM-issues.html>

QUESTION 20

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
Section: (none)
Explanation

Explanation/Reference:

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

QUESTION 21

The customer wants to set up the organization so that edited pages are reviewed and approved by a limited set of business stakeholders prior to being published. How do you establish this process?

- A. Annotate the page to notify the stakeholders the page is ready for review
- B. Ask the development team to include an Approved checkbox to the page properties
- C. Remove publishing rights for general authors
- D. Use a publish workflow

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

Reference: <https://forums.adobe.com/thread/2332346>

QUESTION 22

A developer plans to use the Text component on its pages. However, the out of the box (OOTB) Text component does not allow authors to edit HTML source on the component. How should the developer support HTML source editing?

- A. Edit the OOTD Text component directly to enable sourceedit Rich-Text Editor (RTE) plugin
- B. Create a standalone custom Text component and handle HTML source in Sightly
- C. Create a new clientlib to programmatically handle HTML source in authoring

D. Extend the OOTB Text component and enable the sourceedit Rich-Text Editor (RTE) plugin

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 23 Developers made changes to a page. The client views the page but still sees the old version. However, when the client views the page in Incognito mode, the new page displays correctly. What is the solution to this problem?

- A. Clear the cache of the browser and access the page again
- B. Contact your system administrator to see if there are issues with the replication queue
- C. Check the page status and if necessary, the state of the replication queue
- D. Clear the Dispatcher cache and access the page again

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 24

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 25

Developers implement a home page that seems to render slowly. What feature does AEM provide to measure the time it takes for a page to render?

- A. Set the dispatcher to optimization mode and review the outputs
- B. Run the recommendation report to check the load time of the page
- C. Use the page timer feature to generate a CSV file containing the page render speed
- D. Use the developer mode to observe computational time needed to render all components

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://forums.adobe.com/thread/2339501>

QUESTION 26

A client's side is having authoring consistency issues due to authors publishing pages with components ordered differently on each page. Using AEM Best Practices, what is the best way to configure content components in order to avoid this issue?

- A. Configure a limitations protocol on components per page to restrict the arrangement of components

- B. Enable Group Review whereby authors can preview other authors published pages and match designs
- C. Create a Continuity Outline for authors, allowing for a structured design while maintaining flexibility
- D. Set allowed components within a template, bracketed by structural components that remain constant

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 27 What can be done to obtain a better bounce rate for your site? Select two.

- A. Use Adobe Target A/B testing to determine the best performing version of your pages
- B. Run reports on AEM Communicates to get user sentiment from social media
- C. Use AEM Projects to communicate with your end-users
- D. Use AEM Asset Insights to capture activity details and make data-driven

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 28 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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 29

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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 30

You want your online store to be updated quarterly so that the featured products align with the current season. What is the best approach to prepare the new web pages for the next quarterly update?

- A. Develop your content in a staging instance of your AEM Site
- B. Develop your content from the same page and publish it when the time comes
- C. Develop your content by creating and editing a launch
- D. Develop your content in a separate unpublished folder

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 31

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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 32 What would be a good use-case for using AEM to edit your Single Page Application (SPA)?

- A. Allows you to deploy the SPA
- B. Deploy the SPA on native devices
- C. Avoids the service of a front-end developer
- D. Adds the capability for authors to interact with the SPA content



Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://helpx.adobe.com/experience-manager/6-4/sites/developing/using/spa-architecture.html>

QUESTION 33 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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 34

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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 35

Which item is required in order for authors to be able to publish experience fragments to Adobe Target?

- A. It works out of the box
- B. Use Adobe Launch
- C. Use Dynamic Tag Manager
- D. Set up a cloud configuration

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://medium.com/adobetech/experience-fragments-and-adobe-target-d8d74381b9b2>

**QUESTION 36**

A client has a long term AEM project that they have extended with new components and extensive edit dialogs. The project is running with AEM version 5.6 and is using the Classic UI. Considering this information, the developer working on the project is wondering if it would be wise to recommend upgrading to AEM version 6.4. What is the recommended approach on a limited budget?

- A. The project would have to rebuilt. Given the extent of customization to the current project and the costs the client would incur, do not upgrade to 6.4
- B. Upgrade to 6.4 and configure the Classic UI while starting a new project to migrate the components in a phased approach to Touch UI
- C. The Classic UI remains fully supported while being deprecated, providing all the necessary functionality to the project. Do not upgrade to 6.4
- D. Upgrade to 6.4 and apply and configure the standard (Touch) UI and disable the Coral 3 formatting to avoid operational congruency issues

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 37

An author wishes to ensure that only approved elements such as components and styles are used on a web site. Which method will be the most efficient at achieving this?

- A. Create a single policy that all relevant templates will use as their configuration
- B. Group all elements under a single custom namespace
- C. Enable all page templates used to inherit their properties from a master template
- D. Deploy all web pages within the same node of the site structure

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 38

An AEM project (i.e. Myproject) has been deleted. What would happen to the groups *(Myproject Owners, Myproject Editors, and Myproject Observers) associated with the deleted project?

- A. These groups will be deleted immediately upon project deletion
- B. These groups will remain in AEM and require manual deletion by administrators
- C. These groups will remain in AEM until the instance is restarted
- D. These groups will be marked as disabled and only visible to administrators

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://helpx.adobe.com/experience-manager/6-3/sites/authoring/using/touch-ui-managing-projects.html> (note)

QUESTION 39

A client has a native iOS application that they do not want to change. What is the recommended architecture to configure AEM to allow the application to ingest content?

- A. Place the content in content fragments and use content services
- B. Place the content in experience fragments and use content services
- C. Construct a document in Forms and use content services
- D. Use the built-in workflow to export JSON and use content services

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:



QUESTION 40 When should you use a closed user group?

- A. When you want to allow only a subset of authors to edit tags
- B. When you want to restrict access to content on an author server
- C. When you want to restrict access to published content
- D. When you want to restrict access to a specific team for an AEM Project

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://helpx.adobe.com/experience-manager/kt/assets/using/closed-user-groups-feature-video-use.html>

QUESTION 41

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 42 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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 43 Which AEM solution can leverage artificial intelligence to automatically apply metadata?

- A. AEM Content Services
- B. AEM Livefyre
- C. AEM Screens
- D. AEM Assets

Correct Answer: D

Section: (none)

Explanation



Explanation/Reference:

Reference: <https://helpx.adobe.com/experience-manager/kt/assets/using/smart-tags-technical-video-setup.html>

QUESTION 44

A developer is working on a section of a new content component that has an identical look and behavior to a section of another component within the project's codebase. According to AEM Best Practices, how should this component be configured?

- A. The new component should extend an existing component
- B. The old component should be divided into separate components
- C. The new component should be built separately
- D. The existing component should be duplicated

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://helpx.adobe.com/experience-manager/6-3/sites/developing/using/developing-components.html>

QUESTION 45 What are possible benefits of using a CDN in a typical AEM architecture? Choose two.

- A. Improve response time by distributing server load and remotely caching content
- B. Increase the speed of publishing content from the author
- C. Deliver content from a location close to the end user
- D. Increase the performance of the author instance

Correct Answer: BC

Section: (none)

Explanation

Explanation/Reference:

Reference <https://helpx.adobe.com/experience-manager/kb/optimizing-aem-site-caches.html>

QUESTION 46

There is a copyright and legal information in the footer of all pages of a website which require regular updates. What approach would you recommend to design the footer so that the content can be updated easily?

- A. Add a content fragment to the footer component of the page
- B. Create a footer component and include it on the structure of the page templates
- C. Create a footer component that can be used on the parent page in an iparsys
- D. Add a footer component to the layout container of the page

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 47

A company plans to use machine translation to translate page content in its webpages. Which AEM feature should be used to connect to a third party translation service provider?

- A. Microsoft Translator
- B. Internationalization Translation Service
- C. Translation Integration Framework
- D. Granite Translation Manager



Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://helpx.adobe.com/experience-manager/6-3/sites/administering/using/tc-tic.html>

QUESTION 48

There are a certain number of issues that frequently contribute to site visitor's performance problems. Which of the following contributes to performance issues?

- A. Full Replication Queue
- B. Insufficient Author Server Sizing
- C. Dispatcher Caching Inefficiency
- D. Concurrent DAM Asset Updates

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://helpx.adobe.com/experience-manager/kb/performance-tuning-tips.html>

QUESTION 49

A manager wishes to keep track of complete and incomplete tasks related to the creation for a new site. Which feature can do this?

- A. AEM Forms
- B. AEM Launches
- C. AEM Workflows
- D. AEM Projects

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://helpx.adobe.com/experience-manager/6-4/sites/authoring/using/task-content.html>

QUESTION 50

You need to create a large set of pages that share the same content structure but have different content. What is the best approach to create this large set of same structured pages?

- A. Use Projects
- B. Use an Editable Template
- C. Use Workflows
- D. Use Targeting mode

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://helpx.adobe.com/experience-manager/6-3/sites/developing/using/page-templates-editable.html>

