



# AD0-E121<sup>Q&As</sup>

Adobe Experience Manager Sites Business Practitioner Expert

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### 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

Correct Answer: D

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### QUESTION 2

A new content author at 3 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

Correct Answer: B

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### 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

Correct Answer: D

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#### QUESTION 4

A content manager wants to see how recent/ published AEM pages perform by seeing Page Views, Unique Visitors, and Time on page while viewing the pages in the AEM Site Console.

Which two recommendations should the Business Practitioner make? (Choose two)

- A. Configure AEM to Integrate with Adobe Analytics
- B. Use List View
- C. Use Column View
- D. Use Card View
- E. Configure AEM to integrate with Adobe Search and Promote

Correct Answer: AD

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#### QUESTION 5

A customer wants different teams to collaborate with each other by connecting Adobe Experience Manager (AEM) Assets with Creative Cloud desktop apps: InDesign, Photoshop and Illustrator.

Which AEM feature can be used for this requirement?

- A. Adobe Asset Link
- B. Asset link sharing
- C. AEM Projects
- D. Dynamic Media

Correct Answer: A

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