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QUESTION NO: 1

Which role is responsible for scope and timeline delivery to a customer?

- A. Development lead
- B. Quality Lead
- C. Project Manager
- D. Architect

ANSWER: C

QUESTION NO: 2

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 functions should the Business Practitioner recommend? (Choose two)

- A. AEM Translations
- B. Manage Publication
- C. Quick Publish
- D. Launches
- E. Multi-Site-Manager

ANSWER: B D

QUESTION NO: 3

A customer wants to place tag manager scripts on its pages based on the environment. The three environments are as follows:

- Dev Environment
- QA Environment
- Production Environment

The Business practitioner needs to recommend a feature so that the scripts are loaded in the correct environment. What should the Business Practitioner recommend the company use?

- A. Host names
- B. Runmodes
- C. Adobe Target
- D. Replication Agent

ANSWER: B

QUESTION NO: 4

A business uses AEM as a Cloud Service. The production pipeline in Cloud Manager

Keeps reporting a maintainability issue during the hot-fix deployment It will take more than 1 business day for the development learn to resolve the deployment issue. The business wants an immediate resolution.

What should the Business Practitioner recommend to the development team?

- A. Uncheck Go Live Approval setting in Production Deployment Options and re-run the build
- B. Set Important failure Behavior setting to 'Continue immediately' and re-run the build
- C. Upload the hot-fix package and install manually via the Package Manager

ANSWER: A

QUESTION NO: 5

Which mo additional AEM Assets features become available after integration with Dynamic

Media? (Choose two.)

- A. Smart Cropping
- B. Smart rags
- C. Asset translation workflows
- D. Creation of spin sets
- E. Generation of static renditions

ANSWER: A E

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

QUESTION NO: 7

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

QUESTION NO: 8

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

ANSWER: A D

QUESTION NO: 9

An author would like to display an At-summarized version of an article. 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

QUESTION NO: 10

A major logistics company wants to repurpose the content copy created for us website access the enterprise applications, so that they can be displayed differently in multiple channels and location*.

Which feature should a Business Practitioner recommend in AEM 6.5?

- A. Asset Microservices
- B. Experience Fragment
- C. Published Content
- D. Content Fragment

ANSWER: C