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Adobe AD0-E712

Version Demo

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Topic Break Down

Topic	No. of Questions
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Topic 2, Product Catalog Management	23
Topic 3, Customer Management	6
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Topic 5, Content Management	10
Topic 6, Reporting and Analytics	1
Total	68

QUESTION NO: 1

Which is an example of Pay-Per-Click (PPC) Marketing?

- A. Push notifications sent to a users device about new products.
- B. Promoted advertisements in search engine results.
- C. Personalised reminder emails sent after a user abandons their cart.

ANSWER: B

Explanation:

Promoted advertisements in search engine results are a standard example of Pay-Per-Click (PPC) marketing. In search advertising, a business creates ads associated with selected keywords and bids for the opportunity to show those ads when people search for relevant terms. The advertisement may appear in a sponsored placement on the search results page, directing the shopper to a product, category, or landing page. The advertiser is generally charged when a user clicks the ad, rather than simply because the ad was displayed. This click-based pricing model is what makes paid search a PPC channel. PPC also enables merchants to control budgets, target audiences and locations, measure ad clicks and conversions, and optimize bids or keywords based on performance. Adobe Commerce business practitioners should recognize paid search placements as an acquisition tactic that can bring qualified shoppers to a storefront and whose costs can be evaluated against resulting revenue or conversion outcomes. Google's overview of search ads describes how ads can be shown alongside search results, while its help documentation explains the cost-per-click bidding model. See [Google Ads Help: About Google Search campaigns](#) and [Google Ads Help: About CPC bidding](#).

QUESTION NO: 2

Which two areas allow separate configuration by customer groups in Magento Open Source? (Choose two.)

- A. Tax rules
- B. Currency
- C. Payment and delivery methods
- D. Pricing and promotions (discounts)

ANSWER: A D

Explanation:

Tax rules and **Pricing and promotions (discounts)** can be configured separately for customer groups in Magento Open Source. Tax treatment is group-aware through customer tax classes: each customer group can be assigned a tax class, and tax rules combine customer tax classes with product tax classes and tax rates. This allows a merchant to apply the appropriate tax calculation to retail, wholesale, exempt, or other defined customer segments. Adobe's tax-rule workflow specifically includes selecting the customer tax classes to which a rule applies.

Pricing and promotions also support customer-group targeting. Catalog price rules can apply promotional price adjustments to selected customer groups for qualifying catalog products. Cart price rules likewise let merchants select customer groups that are eligible for a discount, enabling promotions such as wholesale discounts, member-only offers, or loyalty incentives. These rules provide native group-specific commercial terms without requiring separate storefronts or duplicated products. Customer-group assignment therefore acts as a key condition for both tax handling and price-rule eligibility. See Adobe's documentation for [tax rules](#) and [catalog price rules](#).

QUESTION NO: 3

Which two types of data can natively be imported, in bulk, to Magento Open Source? (Choose two.)

- A. Category images

- B. Category descriptions
- C. Customer Addresses
- D. Product descriptions

ANSWER: C D

Explanation:

Customer Addresses and **Product descriptions** can be imported natively in bulk through the Commerce Data Transfer Import tool. The tool accepts comma-separated value files and provides supported import entities for catalog and customer data. Customer data imports support customer records together with their address information, enabling an organization to load or update address-book data in a repeatable bulk process rather than entering addresses individually in the Admin.

Product imports support the standard product attributes that are included in the import file. A product description is catalog product attribute data, so it can be supplied in the product CSV using the appropriate attribute column, such as `description`. This makes bulk import appropriate for creating or updating product content, including textual merchandising information, alongside other supported product fields. The import workflow also supports validation before committing the file, helping merchants identify formatting and data issues before the catalog or customer records are changed.

Adobe's Commerce documentation describes the supported import entities and the CSV-based import process in the [Import data guide](#). Product CSV field requirements, including product attribute values, are detailed in the [Product data attributes reference](#).

QUESTION NO: 4

Which two values of the Catalog Input Type for Store Owner product attribute field can be used in Layered Navigation? (Choose two.)

- A. Dropdown
- B. Date
- C. Price
- D. Text Field

ANSWER: A C

Explanation:

Dropdown and **Price** can be used for product attributes that appear in layered navigation. Adobe Commerce uses eligible attribute input types to create filterable facets on catalog listing and search-result pages. A dropdown attribute presents one predefined attribute value per product, such as a brand or material, allowing shoppers to narrow the displayed product set by a selected value. A price attribute is also supported because Commerce can construct price-range filters, enabling shoppers to refine results according to a chosen price interval.

For either attribute to be displayed as a layered-navigation filter, the attribute must also be configured appropriately for storefront filtering, including setting it to be usable in layered navigation and ensuring it is applicable to the relevant attribute set and products. The catalog input type determines the kind of data stored by the attribute, while the layered-navigation configuration determines whether Commerce exposes that data as a customer-facing filter. Adobe's product-attribute documentation identifies Dropdown and Price among the supported catalog input types for this use case. See [Catalog input types](#) and [Layered navigation](#).

QUESTION NO: 5

When navigating to the store configuration on a Magento Open Source installation, B2B Features are not seen. What is the reason for this?

- A. B2B is an optional feature that can only be installed on Adobe Commerce not on Magento Open Source.
- B. The B2B license key needs to be downloaded from Adobe's website and configured in the Licenses section of store configuration.
- C. B2B is powered by Adobe Sensei and needs to configure API Keys in the API Portal section of store configuration.

ANSWER: A

Explanation:

B2B is an optional Adobe Commerce capability and is not included with Magento Open Source. Therefore, a Magento Open Source installation does not display the B2B Features configuration section. Adobe Commerce B2B provides business-focused functions such as company accounts with multiple buyers and organizational structures, shared catalogs and customer-specific pricing, purchase-order payment methods, quick order entry, requisition lists, and negotiable quotes. These features are delivered through the Adobe Commerce B2B module/package and require an Adobe Commerce entitlement; they are not enabled by downloading a separate license key or by configuring an API service. In practice, a merchant that needs these capabilities must use an Adobe Commerce deployment with the B2B functionality installed and configured. Adobe's B2B documentation identifies these capabilities as Adobe Commerce features, while the Magento Open Source documentation distinguishes the open-source product from Adobe Commerce's licensed, cloud and on-premises offerings. See the [Adobe Commerce B2B Guide Overview](#) and [Adobe Commerce Installation Guide overview](#).

QUESTION NO: 6

A B2B merchant needs one customer organisation to have several buyers, a company administrator, and a managed company account structure. Individual buyers must be able to place orders using their own storefront accounts.

Which Adobe Commerce B2B capability meets this requirement?

- A. Company Accounts
- B. Customer Groups
- C. Shared Catalogs
- D. Negotiable Quotes

ANSWER: A

Explanation:

Company Accounts are designed for B2B organisations with multiple users. A company administrator can manage company users, roles, and the company structure, while buyers can sign in using individual customer accounts and place orders for the company.

Customer groups can target pricing and promotions, but do not provide an organisational account hierarchy. Shared catalogs control catalog access and pricing, while negotiable quotes support quote-based commercial discussions.