

AD0-E102^{Q&As}

Adobe Experience Manager Business Practitioner

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QUESTION 1

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

QUESTION 2

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

QUESTION 3

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

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

QUESTION 4

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>

QUESTION 5

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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