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QUESTIONS & ANSWERS
DEMO VERSION
(LIMITED CONTENT)

Question 1

Question Type: MultipleChoice

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?

Options:

- A- Use AEM projects
- B- Develop in MVP plan
- C- Perform risk assessment
- D- Onboard trained technical resources

Answer:

D

Question 2

Question Type: MultipleChoice

A customer wants to implement social media pixels directly on AEM templates. What should the Business Practitioner recommend?

Use Adobe Hunch

Options:

- B- Add an Adobe Analytics cloud configuration
- C- Add an Adobe Target cloud configuration
- D- Use Adobe AEM ContextHub

Answer:

C

Question 3

Question Type: MultipleChoice

A customer needs to update their live site when the author triggers any content activation. What should a Business Practitioner recommend be configured?

Options:

- A- Dispatcher Flush Agent
- B- Static Replication Agent
- C- Chain Replication Agent
- D- Reverse Replication Agent

Answer:

C

Question 4

Question Type: MultipleChoice

The marketing team runs a campaign that starts at midnight. The campaign includes multiple updates to the existing pages across the website. The marketing team needs to activate all changes automatically during non-business hours.

What should the Business Practitioner recommend?

Options:

- A- Run 'Request for Activation' workflow and specify the campaign start time in the workflow title
- B- Set On Time to the campaign start hours in On/Off Time section of page properties
- C- Schedule Later Publication via the Manage Publication wizard

Answer:

A

Question 5

Question Type: MultipleChoice

How should a Business Practitioner integrate Adobe Sensei with AEM for Smart tag feature?

Options:

- A- Use Smart Content Service configuration
- B- Use Custom configuration to set up the Integration
- C- Use Adobe Sensei configuration
- D- Use Adobe launch to integrate Adobe Sensei

Answer:

D

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