

# AEM Business Practitioner Quiz

Digital Marketing · Answer Key · 15 Questions

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## 1. What is the function of the Experience Console in AEM?

- A) Building templates
- B) Managing content across multiple channels**
- C) Storing assets
- D) Monitoring user authentication

## 2. Which best describes A/B testing in AEM?

- A) Testing site speed
- B) Comparing two versions of content to determine effectiveness**
- C) Managing templates
- D) Personalizing user dashboards

## 3. In AEM, what is content targeting?

- A) Assigning content to different audience segments**
- B) Deleting outdated content
- C) Designing page layouts
- D) Managing DAM assets

## 4. Which AEM feature enables centralized content updates across multiple sites?

- A) Blueprints and Rollout Configurations**
- B) Experience Fragments
- C) DAM
- D) Workflows

## 5. Which role typically defines templates and components in AEM projects?

- A) Business Practitioner
- B) AEM Developer or Template Author under Architect supervision**
- C) Content Author
- D) System Administrator

## 6. What should a Business Practitioner recommend for multilingual content management?

- A) Using only English
- B) Use Language Copy and Translation Integration workflows**
- C) Manual translation only
- D) Ignoring other languages

**7. A client wants to track user engagement on AEM pages. Which integration is most appropriate?**

- A) Integration with a spreadsheet
- B) Adobe Analytics integration via Launch or Data Layer**
- C) Custom database
- D) Random number generator

**8. A major logistics company wants to repurpose content for multiple channels. Which AEM 6.5 feature should be recommended?**

- A) Experience Fragments
- B) Content Fragments**
- C) Templates
- D) Components

**9. A customer wants to add a rating field to all assets. How should the Business Practitioner meet this requirement?**

- A) Modify the core asset component
- B) Build a new schema with the rating property via the Metadata Schemas tool**
- C) Use a metadata profile
- D) Create a custom workflow

**10. A content author needs to build a new page using existing content (images and layout). What should be recommended?**

- A) Create a new template
- B) Copy and paste the content
- C) Leverage the experience fragment reference component**
- D) Rebuild the page from scratch

**11. A customer wants to update their live site immediately upon content activation. What should be configured?**

- A) A scheduled job
- B) A custom workflow
- C) Dispatcher Flush Agent**
- D) An event listener

**12. A customer wants different teams to collaborate using Creative Cloud apps with AEM Assets. Which feature is needed?**

- A) AEM Mobile
- B) Adobe Creative Cloud Libraries
- C) Adobe Asset Link**
- D) AEM Communities

**13. For a high-volume workflow that doesn't require saving runtime history, which workflow model property should be selected?**

- A) Persistent Workflow
- B) Transient Workflow**
- C) Archived Workflow
- D) Versioned Workflow

**14. A customer wants DAM users to share assets based on search criteria. What should they use?**

- A) Folders
- B) Smart Collections**
- C) Static collections
- D) Workflows

**15. A client needs to integrate Adobe Sensei for Smart Tagging. How should the Business Practitioner enable this?**

- A) Write a custom API
- B) Use Smart Content Service configuration**
- C) Install a third-party plugin
- D) Manually tag all assets