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**QUESTION 1**

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

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

Correct Answer: C

QUESTION 2

Due to a major conflict In the "add to cart" functional requirement in the e-commerce project, the development team cannot proceed with the planning and implementation. After a detailed discussion with the product Owner and development team, the requirement conflict is still not resolved.

Who should the business Practitioner meet with to resolve this issue?

- A. Content Owner Architect
- B. Content Manager Development Lead
- C. Business Owner Architect
- D. Scrum Waste* Project Manager

Correct Answer: D

QUESTION 3

A new content author joins a company for a content editing and authoring job. A user Has been created. The user needs only the minimum rights for this job. Which group should the user be added lo in order to meet this requirement?

- A. The "administrators" group
- B. The "content-authors" group
- C. The "contributor" group
- D. The "workflow-administrators" group

Correct Answer: C

QUESTION 4



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

Correct Answer: AD

QUESTION 5

A customer has been using the AEM ContextHub feature. The customer wants to extend it by adding an additional API. The additional API will be used to allow digital marketers to target banners based on CRM data for the current visit.

What should the Business Practitioner recommend that the customer create?

- A. A ContextHub UI module
- B. A custom session store candidate
- C. A custom persisted store candidate
- D. A custom ISONP store candidate

Correct Answer: A

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