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Oracle ATG Web Commerce 10 Implementation Developer Essentials

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QUESTION 1

Select two features provided by the ATG Personalization module.

- A. User Profiling
- B. Content Targeting
- C. Personalized Returns Handling
- D. Purchase Tracking
- E. Order Management after order has been placed

Correct Answer: AB

The Personalization module provides features that are specifically designed to support Web site personalization, which is the process of displaying different content to each site visitor depending on his or her preferences and requirements.

Note: In order to create and maintain a personalized Web site, you must make a series of decisions about your site visitors and the content you want to show them; for example, how do you want to segment your site visitors? Do you want to show specific content to different age groups? Do you plan to use a site visitor's income bracket to determine what to show her? And what content, specifically, do you want to show to each group of people?

Once you have planned your approach to the relationship between site visitors and content, you use the ATG Control Center to do the following:

Create profile groups Group similar content items together Match content groups to profile groups Determine the visitor behavior that you will track and use to update profiles

QUESTION 2

Which XML file(s) are loaded by the component/atg/commerce/catalog/ProductCatalog?

- A. /atg/commerce/catalog/custom/customCatalog.xml only
- B. /atg/commerce/catalog/custom/customCatalog.xml, /atg/commerce/pricing/pricingModels.xml
- C. /atg/commerce/catalog/custom/customCatalog.xml, /atg/commerce/pricelists.xml
- D. All XMLs that are listed in the XML list of the product catalog component

Correct Answer: D

ATG Consumer Commerce comes with an XML definition file that contains the information for the standard product catalog. A reference to this XML file is found in the /atg/commerce/catalog/ProductCatalog component. The location of this XML file is /atg/commerce/catalog/productCatalog.xml.

Note: ATG Commerce stores its product catalog data in a SQL database and accesses that data via the SQL Repository Adapter. In order for the SQL Repository Adapter to be able to access your product catalog information, all of the information regarding the definition of your item types must be defined in an XML repository template definition file.

**QUESTION 3**

Users of your site have provided login and date of birth upon registration. Out of the-box, what is the visibility of these fields to merchandisers?

- A. Neither login nor date of birth can be available to merchandisers in BCC. Only Customer Service Reps can view the login using the CSC.
- B. Neither login nor date of birth can be available to anyone as per the PCI guidelines.
- C. Login is visible to merchandisers, but date of birth is not visible.
- D. Login is not visible to merchandisers, but they can see the date of birth and target the users anonymously.
- E. Both login and date of birth are visible to merchandisers in the BCC.

Correct Answer: E

QUESTION 4

In an ATG multisite installation, identify three strategies that ATG employs to determine request is associated with.

- A. sticky session based
- B. sticky site parameter based
- C. domain based
- D. path based
- E. configuration File

Correct Answer: BCD

A multisite application must be able to quickly determine what site a given request is associated with. To this end, the ATG platform supports two main URL management strategies:

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In a domain-based strategy(C)

*

In a path-based strategy (D)

B: RequestParameterRuleFilter checks the request URL for two query parameters:

*

pushSite is set to a site ID, which is returned by the rule filter's filter() method.



*

stickySite, if set to setSite, makes the pushSite-specified site sticky for the current session. Unless licitly reset or unset, the sticky site is used for all subsequent requests during that session.

Note: RequestParameterRuleFilter

Based on the class atg.multisite.PushedSiteParamFilter, the component /atg/multisite/

RequestParameterRuleFilter is the first rule filter to execute. This filter processes request query parameters that set the current site, and specify it as a sticky site that persists throughout the session of that request.

QUESTION 5

Identify two benefits that the ATG Repository provides.

- A. maps a POJO Java Class to a database table using annotations in the class
- B. provides a consistent API that connects to a wide variety of data sources
- C. allows for custom connectors to be written to new data sources
- D. provides a persistent data storage space for site data
- E. provides a shopping cart to check out and buy products stored in it

Correct Answer: BD

B: Data access is a large part of most Internet applications. ATG Data Anywhere Architecture™ provides a unified view of content and data across a business for organizations and their customers. The core of the ATG Data Anywhere Architecture is the Repository API. Through the Repository API, you can employ a single approach to accessing disparate data types, including SQL databases, LDAP directories, content management systems, and file systems.

D: ATG Data Anywhere Architecture provides access to relational database management systems, LDAP directories, and file systems using the same interfaces. This insulates application developers from schema changes and also storage mechanism. Data can even move from a relational database to an LDAP directory without requiring recoding. Java Data Objects support data source independence, but it is up to vendors to provide an LDAP implementation.

QUESTION 6

Which two item descriptors are subtypes of a media item?

- A. Media-external
- B. Media-internal
- C. Media-internal-text
- D. Media-image

Correct Answer: AC

The media item includes a property named type that is used to specify the media sub-type of the item.



The standard catalog includes three sub-types:

media-external: This item type references a piece of content that is stored outside the database. The content can be either be either a binary file or a text file.

media-internal-binary: This item type can be used to store binary objects (such as images) in the catalog database.

media-internal-text: This item type can be used to store text files (such as JSPs) in the catalog database.

QUESTION 7

In which component are the stages of the shopping process in ATG Commerce defined?

- A. /atg/commerce/states/ShoppingProcesStates via property Name stageNames
- B. /atg/commerce/order/OrderTools via property Name stageNames
- C. /atg/commerce/bp/ShoppingProcessConfiguration via property Name stageNames
- D. /atg/commerce/bp/ShoppingOrderConfiguration via property Name stageNames
- E. /atg/commerce/order/ScheduledOrderTools via property Name stageNames

Correct Answer: C

These stages are defined in the stageNames property of the /atg/commerce/bp/ ShoppingProcessConfiguration component.

Note: Shopping Process Stages

ATG Commerce has one business process configured out-of-the-box, the shopping process. The shopping process is made up of a series of stages that a customer follows, from browsing for products to, if all goes well, purchasing and checking out. The stages of the shopping process in ATG Commerce are defined as:

Browsed AddedToCart ShippingInfoComplete ShippingPriceDisplayed RequestedBillingInfo BillingInfoCompleted CartSummaryViewed

QUESTION 8

Which two items can only be created in the ATG Control Center (ACC)?

- A. User profiles, roles, and organizations
- B. Content items
- C. Scenarios and slots
- D. Content Groups
- E. Content Targeters
- F. Workflows



Correct Answer: CF

Note: When you start the ATG Control Center, the following screen appears:

QUESTION 9

In a multisite environment, what is the default sharing behavior of user profiles?

- A. They are shared across all the sites.
- B. They are not shared and hence are separate across the sites.
- C. They can be configured into groups that specify the sharing behavior.
- D. There is no default behavior. It needs to be custom designed and implemented.

Correct Answer: A

User profiles (and therefore logins) are always shared across all sites in the application.

Note: In the simplest case, these sites may share only user profiles, so a customer registered on one site is also registered on the other. In more complex implementations, the sites may share shopping carts, so a customer can include items from both sites in a single order. The bargain-brand site might also include upsell recommendations for (and links to) items on the luxury brand site, or the sites might share gift lists.

QUESTION 10

Your site supports configurable commerce Items and you want to enable price list based pricing. How would you configure the `/atg/commerce/pricing/ItemPricingEngine`?

- A. `preCalculators=\calculators/ItemListPriceCalculator,\calculators/ConfigurableItemPriceCalculator`
- B. `preCalculators=\calculators/ItemPriceListCalculator,\calculators/ConfigurableItemPriceListCalculators`
- C. `preCalculators=\calculators/ItemPriceListCalculator`
- D. `preCalculators=\atg.commerce/pricing/calculators/ItemListPricecalculator`

Correct Answer: D

Price List Calculators

An `ItemPriceCalculator` class maintains all the functionality common to all the pricing schemes.

Three sub-calculators correspond to the three different pricing schemes. The three different schemes are calculating the list price of an item, calculating the price of an item using bulk pricing, and calculating the price of an item using tiered pricing.

*

`ItemListPriceCalculator`: Calls the `getPrice` method from the `PriceListManager` to retrieve the list price of the `CommerceItem`.



*

ItemBulkPriceCalculator

*

ItemTierPriceCalculator Note:

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The ItemListPriceCalculator is a calculator which determines the list price of an item and sets the itemPriceInfo to be that amount. The pricing scheme for that item is list pricing.

QUESTION 11

Which item descriptor in the SiteRepository is used to define Site Categories?

- A. siteConfiguration
- B. siteTemplate
- C. siteGroup
- D. siteCategory

Correct Answer: B

Recording Sites within the Site Repository Definition All registered sites have a site ID and are recorded in the siteRepository definition. The Site repository, which runs on all server instances, stores site configurations, site categories and site groups that are created with Site Administration. The Site repository stores the following item descriptors:

siteConfiguration An item descriptor that contains the site configuration properties. Versioned siteConfigurations are deployed from the publishing server to the production server.

siteGroup An item descriptor that contains sharing group properties. Versioned siteGroups are deployed from the publishing server to the production server.

siteTemplate An item descriptor for a site category. Site categories are non-versioned instances that are stored in the siteRepository definition on the publishing server. Site categories do not get deployed.

QUESTION 12

Identify three features of Oracle ATG Adaptive Scenario Engine that drive personalized customer experience.

- A. rule based content targeting including personalized recommendations, offers, information sells, up sells, promotions
- B. management and processing of purchase orders and requisitions
- C. content indexing and management/administration of search facets
- D. business rule driven scenarios for delivering dynamic web pages



E. time- and event based multistage scenarios

Correct Answer: ADE

ATG Adaptive Scenario Engine provides a set of components to the request-handling pipeline.

The ATG Adaptive Scenario Engine provides an open, server-side environment for building and deploying dynamic, personalized applications for the Web and other communication channels, such as email and wireless devices.

ATG's platform features the Adaptive Scenario Engine described as segmentation and content targeting software that provides the personalization technology and core functionality needed to deliver a personalized customer experience at every stage of the buying process.

QUESTION 13

In order to ensure versioning integrity, a deploying project obtains exclusive locks on its assets when deployment starts. What is the effect of these locks?

- A. Until a project's asset locks are released, other projects that share those assets cannot add the asset to the project.
- B. Until a project's asset locks are released, other projects that share those assets cannot be in author mode and are shown as locked in the BCC UI.
- C. Until a project's asset locks are released, other projects that share those Assets cannot deploy.
- D. It is a database lock and has no effect on the UI. Other projects will not get a concurrent update exception if a database save is issued for the shared assets.

Correct Answer: C

In order to ensure versioning integrity, a deploying project obtains exclusive locks on its assets when deployment starts. It releases those locks only after deployment is complete and project assets are checked in, or when the deployment is reverted. Until a project's asset locks are released, other projects that share those assets cannot deploy.

QUESTION 14

How does a developer preserve request scoped objects on redirects?

- A. by adding a_request id parameter to the form as a hidden variable
- B. by setting the synchronized attribute to the form tag so the request doesn't close
- C. by setting setAllowChangeHeadersDuringRedirect to true on DynamicHttpServletRequest
- D. by calling the SendLocalRedirect() on DynamicHttpServletRequest object
- E. by setting setRequest to current request on the DynamicHttpServletRequest Object

Correct Answer: A

Preserving request scoped objects on redirects If a request results in a redirect to a local page through the method HttpServletResponse.sendLocalRedirect(), the ATG platform treats the redirect request as part of the original request,



and maintains any request-scoped objects associated with that request. To implement this, the ATG platform adds an additional query parameter named `_requestid` to the redirected URL.

QUESTION 15

Which four droplets can be used in ATG applications?

- A. Cache
- B. Catalog
- C. ForEach
- D. IsEmpty
- E. IsNull

Correct Answer: ACDE

A: The Cache droplet caches the rendered output of the contents of the `oparam` based on a content key (such as category, user gender, logged in/logged out state, etc..) for a configured period of time. This can be very useful for things like navigation menus dynamically built based on the catalog.

C: ForEach Droplet: ("`atg.droplet.ForEach`" is the class, Component is "`atg/dynamo/droplet/ForEach`") help us to iterate through the elements of an array which we specify. The droplet helps us to specify the HTML before and after the array processing also to specify the HTML if the array is empty.

D: IsEmpty

Displays one of two possible outputs, depending on whether its input parameter is empty.

*

Class Name

`atg.droplet.IsEmpty`

*

Component

`/atg/dynamo/droplet/IsEmpty`

E: IsNull

Displays one of two possible outputs, depending on whether its input parameter is null.

*

Class Name

`atg.droplet.IsNull`

*



Component

/atg/dynamo/droplet/IsNull

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