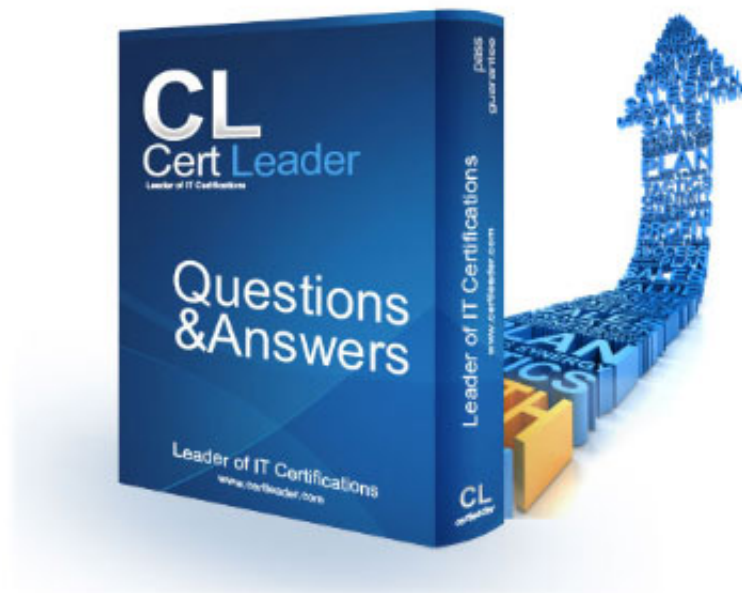


# 9A0-388 - Adobe Experience Manager 6.0 Business Practitioner Exam

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1. Which statement about integrating AEM with Social media is true? (Choose the best answer.)
- A. Using the out of the box Social Connect control displays login status and user information.
  - B. Using the out of the box Social Login control, you can only use social accounts to login.
  - C. AEM provides permission based controls to monitor social activity, and manage user generated content.
  - D AEM provides out of the box components for integrating with YouTube.

**Answer: B**

2. What is the best way to add personalization keywords to the client context cloud? (Choose the best answer.)
- A. Use a teaser component
  - B. Use a segmentation rule
  - C. Use a workflow step
  - D. Use the generic store properties component

**Answer: D**

3. If a component does NOT appear in the Sidekick, how could an AEM author cause it to appear? (Choose the best answer.)
- A. Contact an AEM developer
  - B. Switch to Preview mode in the Sidekick
  - C. Switch to Design mode in the Sidekick and add a component to the paragraph system
  - D. Edit the Client Context cloud

**Answer: C**

4. When modeling data in a JOR. What should the model make use of? (Choose the best answer.)
- A. Same Name Siblings
  - B. IDs
  - C. Human Readable nodes
  - D. References

**Answer: B**

5. How can forums be moderated in Adobe Experience Manager? (Choose the best answer.)

- A. Forums cannot be moderated in Adobe Experience Manager
- B. Through the notification system
- C. Developers would have to create a custom moderation system
- D. Using the community console

**Answer: D**

6. What kind of business goals can be achieved by implementing social media plugins into a page? (Choose the best answer)

- A. It is an easy way for the user to get new followers on Twitter.
- B. Sharing products on Twitter generates direct revenue for the marketer automatically.
- C. By sharing a desired product on Facebook, the product will appear automatically on price comparing websites.
- D. By sharing a product page of a webshop on Twitter, the followers and friends of the user will get the product easily recognized, which increases awareness

**Answer: D**

7. Which AEM feature would allow you to work on a future version of your site while still altering the current version? (Choose the best answer.)

- A. Branching
- B. Rollout configurations
- C. Launches
- D. Versioning

**Answer: C**

8. Which would most likely be a reason content is not appearing in a web site? (Choose the best answer)

- A. The content has not been moved from an authoring server to a publishing server
- B. The JCR has not been optimized
- C. The Sidekick has not been enabled

D. Design mode is not enabled

**Answer: A**

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