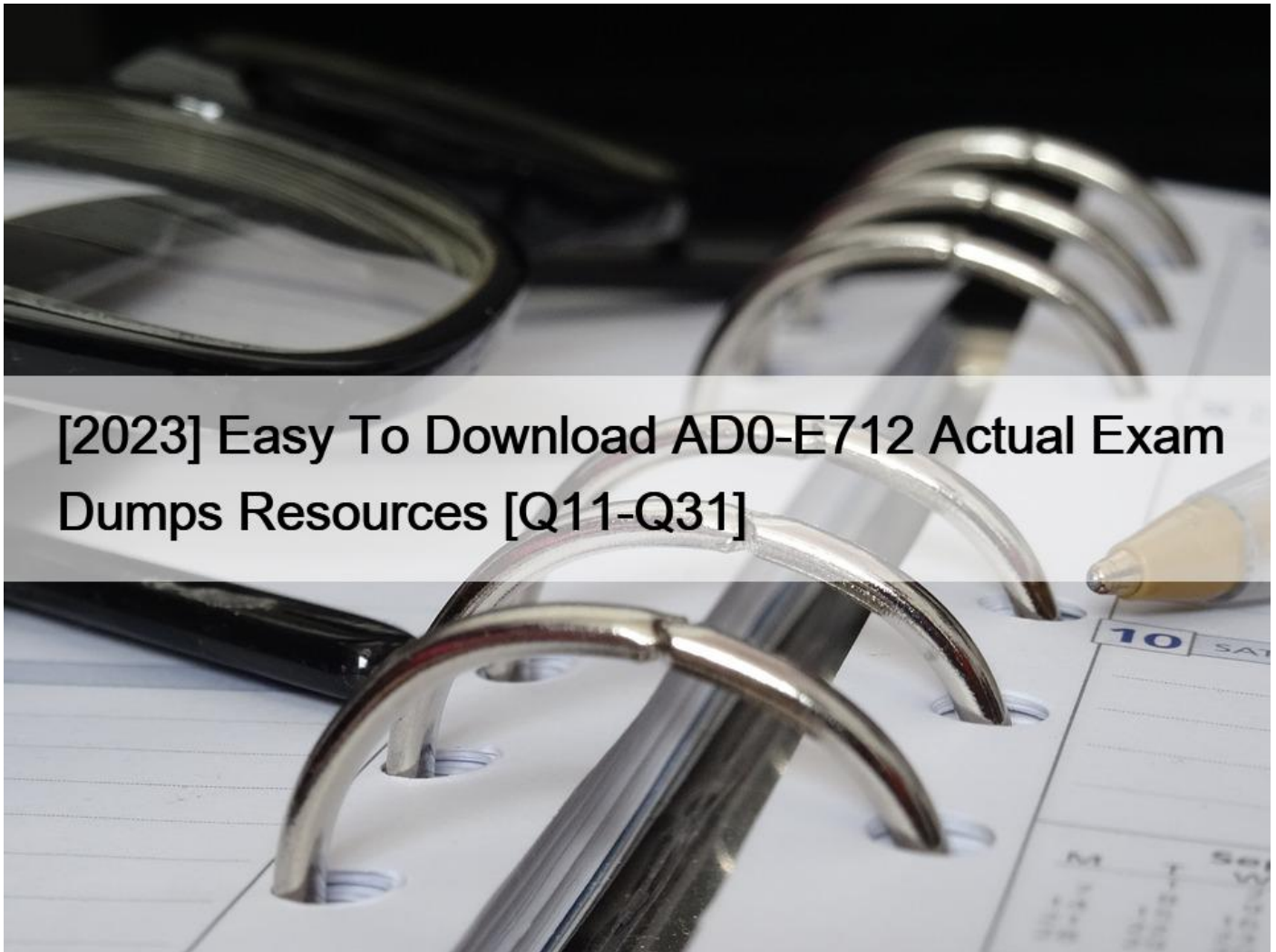


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Adobe AD0-E712 Exam Syllabus Topics:

Topic 1- Describe the standard customer journey- Identify common security aspects of an Adobe Commerce project

Topic 2- Identify the basic uses of common eCommerce tools- Digital Marketing and eCommerce Fundamentals
Topic 3- Identify the key features available in Adobe Commerce- Manipulate pricing by using Magento Open Source features
Topic 4- Identify the key features of an eCommerce website- Explain the different types of content elements and when to use

NEW QUESTION 11

A merchant wants to display their eCommerce application in two languages – English and Spanish. Customers should also be able to switch displayed catalog price currencies between US Dollars and Mexican Pesos regardless of the language.

What is the minimum amount of websites, stores and store views to achieve this?

- * 1 Website, 1 Store, 2 Store Views
- * 1 Website, 1 Store, 4 Store Views
- * 2 Websites, 2 Stores, 4 Store Views

NEW QUESTION 12

Which two types of data can natively be imported, in bulk, to Magento Open Source? (Choose two.)

- * Category images
- * Category descriptions
- * Customer Addresses
- * Product descriptions

NEW QUESTION 13

What would the Business Practitioner recommend as a method to validate the contrast levels of a website for accessibility compliance?

- * By using a third-party website.
- * By using the Magento Admin Panel contrast checker.
- * Log into Magento.com and go to Security Scan.

NEW QUESTION 14

A merchant wishes to have a storefront for adult sized products and another for children's products. Payment and shipping methods will be the same for both. The category structure will be different.

What is the minimum set up to accomplish this?

- * Two websites, two stores, two store views
- * One website, two stores, two store views
- * One website, one store, two store views

NEW QUESTION 15

A merchant wants their wholesale customers to browse their website using a different category structure than guest users.

What minimum scope setup is required to allow guest users and logged-in (wholesale) customers to browse with different category structures?

- * Two Websites, two Stores, two Store Views
- * Two Websites, one Store, two Store Views
- * One Website, two Stores, two Store Views

NEW QUESTION 16

Which two payment options are available in Adobe Commerce, but not in Magento Open Source? (Choose two.)

- * Store credit
- * Cash on delivery
- * Gift card
- * Credit Card

NEW QUESTION 17

Which is an example of Pay-Per-Click (PPC) Marketing?

- * Push notifications sent to a users device about new products.
- * Promoted advertisements in search engine results.
- * Personalised reminder emails sent after a user abandons their cart.

NEW QUESTION 18

What two conditions must be met for an order to be allowed for reorder? (Choose two.)

- * An order has to be in Hold or in Payment Review status.
- * The order must be marked Complete.
- * All order items must be salable.
- * The Allow Reorder configuration option must be enabled.

NEW QUESTION 19

A merchant wants to offer a different price for some products to logged in customers. Which type of price type would be used?

- * Special Price
- * Minimum Advertised Price
- * Group Price

NEW QUESTION 20

What is the purpose of the full page cache?

- * To make sure the content of all pages is always up to date on the storefront.
- * To improve page response time and reduce the server load.
- * To enable private content to be stored on the server safely while improving performance.

NEW QUESTION 21

How would the Business Practitioner generate a batch of coupons using Magento Open Source?

- * Edit the catalog price rule to use Auto Generation and then generate the coupon codes.
- * Enable Generate coupon code in Store Configuration and then generate the coupon codes.
- * Select 'Auto' for Coupon type in a cart price rule and then generate the coupon codes.

NEW QUESTION 22

A merchant wants to review which CMS Blocks and Pages have recently been edited and the user who made the edits Which feature of Adobe Commerce allows this?

- * Web Server Log Viewer
- * Business Intelligence
- * Action Logs Reports

NEW QUESTION 23

A Business Practitioner is assisting a merchant to create a free shipping rule. The merchant would like to display a message on all the pages 'free shipping on all orders until 31st December'.

How can this can be achieved?

- * Insert a widget to display a CMS block with the message
- * Add the message to the header promo variable.
- * Create a CMS page with the message.

NEW QUESTION 24

What is the initial default order status if an order is placed by the customer using the purchase order payment method?

- * On Hold
- * Pending
- * Payment Review

NEW QUESTION 25

Which security setting allows a single Magento Administrator account to access the Admin Panel of the same website from multiple devices simultaneously?

- * Admin Session Lifetime is increased
- * Admin Access level set to Global
- * Admin Account Sharing set to Yes

NEW QUESTION 26

Which two options are required by GDPR when requesting marketing consent from customers? (Choose two.)

- * Opt-in boxes must be pre-ticked.
- * Records must be kept to show the details of the consent given.
- * Marketing consent must be separate from terms & conditions acceptance.
- * Multiple marketing consents must be done with a single opt-in.

NEW QUESTION 27

An admin wants to login as a customer that is placing an order, to be able to assist them. Which two conditions must be met? (Choose two.)

- * Ensure the feature is enabled in the Stores > Configuration section
- * Ensure that `Can Log In As Customer`; is set to Yes on the edit page of the account that will use the feature.
- * Ensure the feature is enabled for the customer on whose behalf admin will log in
- * Ensure that the customer clicks Allow Remote Assistance in a browser modal that appears after the admin sends a login request.

NEW QUESTION 28

A merchant wants to allow customers to subscribe to alerts about new products and promotions. Which out-of-the-box Adobe Commerce feature would a Business Practitioner recommend?

- * Rest API
- * Sitemap
- * RSSFeed

NEW QUESTION 29

What is dropshipping?

- * A retail technique in which a retailer uses a third-party to hold the inventory and ship the orders directly to the customer.
- * A shipping technique in which orders are shipped in bulk using the same transport after a merchant collects enough orders in the same geographical area.

* A delivery technique in which the merchant is acting as the carrier instead of relying on 3rd-party shipping carriers like UPS or FedEx

NEW QUESTION 30

A merchant sells both computer parts and complete computers, built from the individual stock items. The merchant would like to allow the customer to choose which parts go into their computer.

Which product type would be recommended to the merchant for the computer that he wants to sell online?

- * Configurable Product
- * Grouped Product
- * Bundle Product

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