Question 1

What two data items are covered by PCI Standards? (Choose two.)

Options:

A- Card Type

B- Cardholder Address

C- Cardholder Name

D- Full Card Number

Answer:

C, D

Question 2

A Business Practitioner is asked to provide ways to protect the admin section of any Adobe Commerce site. Which two native features are available to the site owner? (Choose two.)

Options:

A- Use geolocation to ensure access to the admin URL is from a trusted address.

B- Whitelist or Blacklist IP addresses to access the admin URL.

C- Use a non standard admin URL.

D- Enable 2 Factor Authentication.

Answer:

C, D

Question 3

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

Options:

A- By using a third-party website.

B- By using the Magento Admin Panel contrast checker.

C- Log into Magento.com and go to Security Scan.

Answer:

A

Question 4

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

Options:

A- Admin Session Lifetime is increased

B- Admin Access level set to Global

C- Admin Account Sharing set to Yes

Question 5

Question Type: **MultipleChoice**

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

Options:

A- Opt-in boxes must be pre-ticked.

B- Records must be kept to show the details of the consent given.

C- Marketing consent must be separate from terms & conditions acceptance.

D- Multiple marketing consents must be done with a single opt-in.

Answer:

B, C

Question 6

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

Options:

A- Push notifications sent to a users device about new products.

B- Promoted advertisements in search engine results.

C- Personalised reminder emails sent after a user abandons their cart.

Answer:

B

Question 7

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?

Options:

A- Rest API

B- Sitemap

C- RSSFeed

Answer:

C

Question 8

Question Type: MultipleChoice

A merchant has a requirement to periodically submit all product, category, and CMS pages to Google Search Console. Which method would a Business Practitioner recommend to achieve this?

Options:

A- Use the sitemap function and schedule this to generate a sitemap daily. Submit the link to Google Search Console.

B- Export the URLs using the Import/ Export function. Import into Google Search Console. Schedule this daily.

C- In the root folder of the site, create a sitemap.html containing all the page links and submit the full URL to Google Search Console.
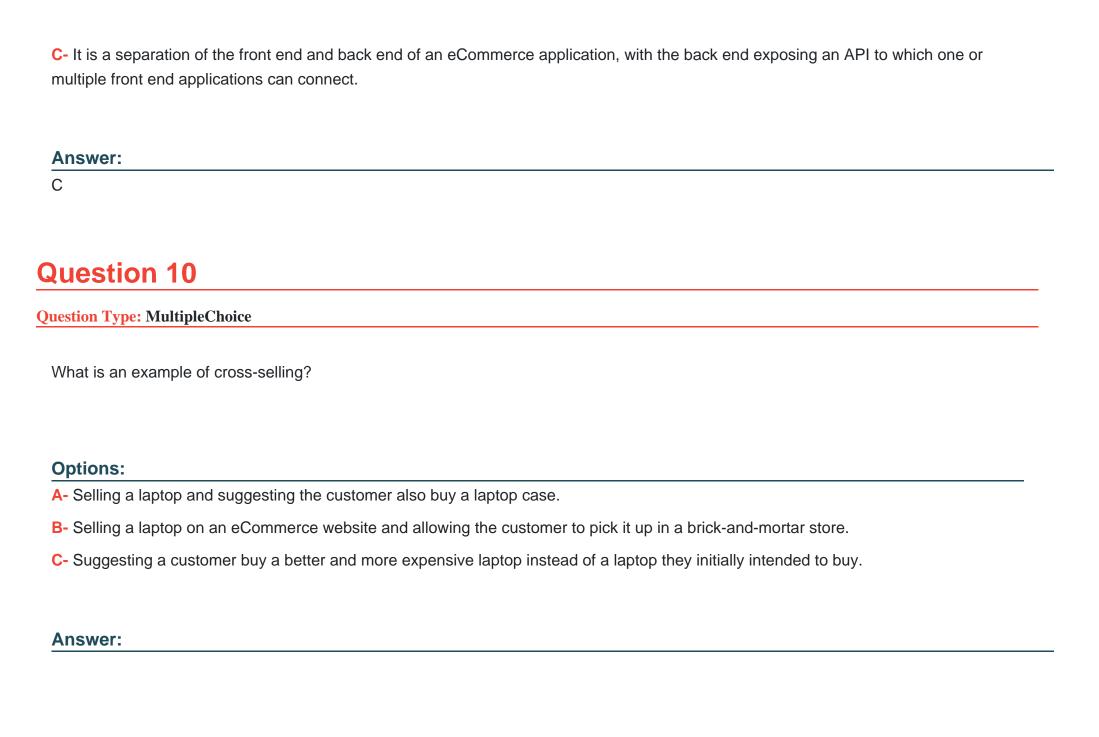
Answer:

A

Question 9

Question Type: MultipleChoice

What is headless eCommerce?

Options:

A- It's a distribution of all goods a company sells across multiple stores and warehouses with no single application serving as the 'central' authority from which other applications could pull the data.

B- It's a sales strategy based on the company not having any eCommerce website of their own, relying on other vendors selling its goods online and having a system with API that allows fulfilling orders on their behalf with their branding.

C- It is a separation of the front end and back end of an eCommerce application, with the back end exposing an API to which one or multiple front end applications can connect.

Answer:

C

Question 10

What is an example of cross-selling?

Options:

A- Selling a laptop and suggesting the customer also buy a laptop case.

B- Selling a laptop on an eCommerce website and allowing the customer to pick it up in a brick-and-mortar store.

C- Suggesting a customer buy a better and more expensive laptop instead of a laptop they initially intended to buy.

Answer:

A

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