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Adobe

AD0-E723

Adobe Commerce Business Practitioner Professional

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Latest Version: 6.1

Question: 1

A developer is creating a custom router class that implements \Magento\Framework\App\RouterInterface.
Which method must the class implement?
Response:

A. dispatch()
B. execute()
C. route()
D. match()

Answer: D

Explanation:
RouterInterface declares a single method, match(), which receives the request and returns an action instance when the router can handle it. The front controller calls each router's match() in turn.

Question: 2

A merchant needs an Admin role for order-processing staff. The staff must be able to work with orders but must not be able to open the Stores configuration pages.
How should the role be set up?
Response:

A. Set Role Resources to Custom and select the Sales resources, leaving the Stores configuration resources unselected
B. Set Role Scopes to Custom and select only the website the staff work on
C. Set Role Resources to All and mark the Stores configuration resources as read-only
D. Assign the staff accounts to a customer group that has no configuration permissions

Answer: A

Explanation:
With Role Resources set to Custom, a role reaches only the Admin areas checked in the resource tree. Checking the Sales resources and leaving Stores configuration unchecked gives exactly the access required.

Question: 3

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In Adobe Commerce, which feature defines rules based on shopper attributes, order history and cart or browsing activity, so that promotions and content can target matching shoppers dynamically?
Response:

A. Customer management
B. Customer groups
C. Customer segments
D. Product categories

Answer: C

Explanation:
Segments are built from conditions on customer, cart and order data and are refreshed constantly, so shoppers move in and out as their data changes; cart price rules, dynamic blocks and related product rules can target them.

Question: 4

A merchant has two cart price rules that can apply to the same Apparel product at the same time and wants them processed in a predictable order without conflicts.
What should the business practitioner recommend?
Response:

A. Set the Priority value on each cart price rule.
B. Leave the rules as they are, because Adobe Commerce applies cart rules in random order.
C. Set the Weightage value on each cart price rule.
D. Rely on the rule with the lowest discount amount taking precedence automatically.

Answer: A

Explanation:
Priority controls the order in which cart price rules run, with 0 as the highest precedence. Giving each rule its own priority, and using Discard Subsequent Rules where stacking is not wanted, makes the result predictable.

Question: 5

An analyst at a company using Adobe Commerce Intelligence wants to write SQL queries against the store's synchronized order and product data to build custom reports.
Which feature should the analyst use?
Response:

A. Visual Report Builder
B. The Admin's built-in Reports menu
C. SQL Report Builder
D. System > Data Transfer > Export

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Answer: C

Explanation:
Adobe Commerce Intelligence syncs Commerce data into a data warehouse, and its SQL Report Builder lets users query that data directly with SQL and turn the results into reports and charts.

Question: 6

A wholesaler needs retail customers to pay standard VAT on products, while approved wholesale customers must not be charged VAT.
How should this difference be modeled in the Commerce tax configuration?
Response:

A. Set Retail and Wholesale customer tax classes; apply VAT rules only to Wholesale customers.
B. Set Retail and Wholesale product tax classes; apply VAT rules only to Retail products.
C. Set a fixed product tax on wholesale products only.
D. Set Retail and Wholesale customer tax classes; apply VAT rules only to Retail customers.

Answer: D

Explanation:
A tax rule combines customer tax class, product tax class and tax rate. Assigning approved buyers to a group with the Wholesale customer tax class, and limiting the VAT rule to the Retail class, leaves wholesale orders untaxed.

Question: 7

A merchandiser needs to create products, assign them to categories and set up configurable variations of a T-shirt.
Which Admin menu is used for this work?
Response:

A. Customers
B. Catalog
C. Sales
D. Content

Answer: B

Explanation:
Catalog > Products is where products of every type, including configurable products and their variations, are created, and Catalog > Categories is where the category tree and product assignments are managed.

Question: 8

A merchandising planner is running a "Summer Sale: % off selected categories" campaign. The discounted prices must be visible directly in product listings, only for those categories, during the campaign period.
Which promotion type meets this requirement?
Response:

A. Cart price rule with a category condition and a percentage discount applied at checkout
B. Coupon-based promotion applied at checkout to specific categories with a percentage discount and scheduled dates
C. Related product rule scoped to selected categories with scheduled dates
D. Catalog price rule scoped to specific categories with a percentage discount and scheduled dates

Answer: D

Explanation:
Catalog price rules apply before a product reaches the cart, so the discounted price shows in listings and on product pages. A category condition limits the rule to the sale categories, and the rule's dates (scheduled updates in Adobe Commerce) bound the campaign.

Question: 9

A merchant sells an e-book as a PDF file. After purchase the shopper must get access to the file, no shipping should be charged, and each purchase should allow only a limited number of downloads.
Which product type should be used?
Response:

A. Downloadable product
B. Virtual product
C. Simple product
D. Gift card product

Answer: A

Explanation:
A downloadable product consists of one or more files that the shopper downloads through links issued after purchase. It has no weight and needs no shipping, and each link can be limited to a maximum number of downloads.

Question: 10

A merchant wants product, cart and home pages to show AI-driven suggestions such as items other shoppers viewed or bought, based on shopper behavior and product similarity, to raise conversions.
Which Adobe Commerce service provides this?
Response:

A. Catalog Service
B. Live Search
C. Channel Manager
D. Product Recommendations

Answer: D

Explanation:
Product Recommendations delivers AI-fueled suggestions based on shopper behavior, popular trends and product similarity, placed in recommendation units on storefront pages.

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