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1. Unified Scenario Simulation
2. Micro Skill Drill Exam

Topic: 1

Unified Scenario Simulation

NovaByte Global Careers Site Rebuild on Career Site Builder

Business Context

NovaByte Systems is a global technology company with product engineering hubs across North America, Central Europe, and Southeast Asia, plus a fast-growing sales and support workforce in a dozen local markets. Talent acquisition sits at the center of the company's growth plan for the coming year, and the leadership team has approved a full rebuild of the external careers site. The current site is a dated, loosely branded page set that recruiters describe as hard to navigate on a phone and inconsistent with the company's newly refreshed corporate brand. The mandate handed to the implementation team is deliberately broad: rebuild the candidate-facing experience so it looks unmistakably like NovaByte, ranks well when engineers search for roles, and holds up as the company keeps shipping new brand and content changes.

Program Scope

The program is being delivered on SAP SuccessFactors Recruiting, with the candidate-facing site to be designed and built in Career Site Builder. NovaByte runs two go-to-market identities — its flagship engineering employer brand and a separately styled brand for its recently acquired developer-tools division — and both must live under the same careers presence without one bleeding its look and behavior into the other. The team has agreed the site will lead with a home page, a set of content pages telling the employer story, and category pages that group openings by discipline, all assembled from reusable page elements and templates rather than one-off custom pages. Headers, footers, search and system text, and a job alert email are all in scope, and the careers domain will run under a NovaByte subdomain the infrastructure team is preparing.

Candidate Journey

Most of NovaByte's target candidates are software engineers who begin their search on public search engines and job aggregators, then land on a specific role and decide within seconds whether the page feels credible. Recruiting leadership has been explicit that discoverability and a clean apply path matter more than visual novelty, and that the majority of first visits now arrive on mobile. During early design workshops the team walked through several candidate paths and noticed that when the same opening was reached from a category page versus from a direct search-engine link, the two routes presented the role and its apply action differently, and one of the routes buried the apply control well below the fold on a narrow screen.

Brand Governance

The brand team owns the visual system and wants the ability to adjust colors, imagery, and messaging on a recurring basis as campaigns rotate, without filing a change request against engineering each time. They have asked that whatever is built lets non-technical brand owners maintain look-and-feel through configuration rather than code. At the same time, the developer-tools division insists its acquired brand retain its own distinct palette and voice, which surfaced a tension in an early prototype where a global header change intended for the flagship brand also altered the division's pages.

Content Operations

A separate concern raised by the content operations lead is maintainability. The first prototype assembled several pages as bespoke layouts with hand-placed elements, and when the team needed to

change the footer disclaimer across the site, the edit had to be repeated page by page. Recruiting operations flagged that this would not scale once dozens of category and content pages exist, and asked the team to prefer shared templates and reusable elements so a single change propagates. The observation was noted alongside a comment that a few of the prototype's custom job layouts rendered acceptably on desktop but broke their column structure on the smaller viewport that most candidates use.

Search and Discoverability

Because so much inbound traffic originates from search engines and aggregators, the design workshops treated discoverability as a first-class design input rather than a later optimization. The team reviewed how page titles, headings, and content structure would be authored, and how the site's role pages and feeds would expose openings to external crawlers and aggregators. A recurring point was that decisions made now in the page and template structure — heading hierarchy, how role content is composed, and whether navigation exposes a crawlable path to every opening — would shape how well roles surfaced later, and that these choices were hard to unwind once content authors had built out the full site on top of them.

Accessibility Commitment

NovaByte's people team has committed publicly to an inclusive hiring experience, and accessibility was raised repeatedly as a design constraint rather than an afterthought. The team discussed color contrast in the refreshed palette, keyboard navigability of the search and apply controls, alternative text for imagery, and semantic structure of headings, and noted that the brand team's preferred low-contrast treatment for secondary text was attractive but hard to read for some candidates. Reconciling the brand's aesthetic direction with the accessibility commitment emerged as a genuine design decision rather than a checkbox.

Delivery Constraints

The site is being built in a stage environment first, with the intent to promote the completed configuration to production once design and content are validated, and the internal careers experience for existing employees is expected to follow after the external launch. The program is time-boxed against an upcoming campus and lateral hiring push, so the team is under pressure to make durable structural decisions early — brand separation, template and element reuse, navigation and search-and-apply behavior, and the SEO and accessibility posture baked into the design — rather than discovering rework after content authors and the brand team have populated the site.

Your assignment

You are engaged as an SAP SuccessFactors Recruiting Candidate Experience consultant supporting NovaByte Systems' rebuild of its external careers site in Career Site Builder. NovaByte operates two employer brands under one careers presence, draws most candidate traffic from public search engines on mobile devices, and has committed to strong discoverability and accessibility. The site is being designed and built in a stage environment ahead of a promotion to production. Recruiting leadership, the brand team, and content operations each hold constraints that pull the design in different directions. Your role is advisory: recommend the design and build decisions in Career Site Builder that best serve candidate experience and long-term maintainability, and justify each recommendation against the stated constraints. You are not executing production changes; you are guiding structural design choices whose consequences are hard to unwind later

1. CHALLENGE 1 — Branding Two Employer Identities On One Careers Presence

- Advise how the two employer brands should be represented in Career Site Builder so each retains its own palette, imagery, and voice while shared structure stays shared.
- Recommend how brand-specific settings should be scoped so a global change intended for one brand does not alter the other.

- Position the recommendation for the brand team, who want to maintain look-and-feel through configuration rather than code, and for the division that requires its acquired brand to remain distinct.
- Explain the trade-off between one globally consistent styling layer and per-brand isolation, and where each is appropriate.

Checkpoints

- Each brand renders with its own distinct styling and behavior on its own pages.
- A change scoped to one brand does not propagate to the other brand's pages.
- Genuinely shared elements remain centrally maintained rather than duplicated per brand.

2. CHALLENGE 2 — Structuring Pages And Templates For Maintainable Reuse

- Advise whether the site should be assembled from reusable templates and page elements or from bespoke per-page layouts, given the expected growth in content and category pages.
- Recommend how a change to a shared element such as a footer disclaimer should be structured so it propagates in one edit.
- Address the observation that some prototype custom job layouts broke their structure on narrow viewports.
- Explain the maintainability trade-off between per-page layout freedom and template-driven consistency.

Checkpoints

- A change to a shared element propagates across every page that uses it from a single edit.
- New category and content pages inherit shared structure rather than being rebuilt individually.
- Page and job layouts retain their intended structure on the smallest supported screen.

3. CHALLENGE 3 — Shaping The Search And Apply Experience Across Entry Paths

- Advise how role pages, custom job layouts, and navigation should be composed so the apply action is consistently placed and reachable whether a candidate arrives via category navigation or a direct search-engine link.
- Recommend how the design should behave on mobile, where most first visits occur, so the apply control is not buried below the fold.
- Address the observed inconsistency where the same opening presented differently depending on the entry route.
- Explain the trade-off between visual design latitude and a dependable, consistent apply path.

Checkpoints

- The apply action is presented consistently regardless of the candidate's entry path.
- The apply control remains reachable above or near the fold on the smallest supported screen.
- The same opening renders equivalently whether reached from navigation or a direct link.

4. CHALLENGE 4 — Designing For Discoverability And Accessibility Together

- Advise how heading hierarchy, content structure, and navigation should be authored so openings are crawlable and discoverable by search engines and aggregators.
- Recommend how the design should expose openings to external discovery in a structured, crawlable way.
- Reconcile the brand team's preferred low-contrast treatment and imagery choices with contrast, alternative text, keyboard navigability, and semantic structure.
- Explain the trade-off between the brand's aesthetic direction and discoverability and accessibility rigor, and why these decisions are costly to defer.

Checkpoints

- Page and content structure supports crawlability and a clear heading hierarchy.
- Openings are exposed to external discovery through a structured, crawlable path.
- Contrast, alternative text, keyboard navigation, and semantic structure meet the accessibility commitment without discarding the brand direction.

Question: 1

CHALLENGE 1 — Branding Two Employer Identities On One Careers Presence

NovaByte must host its flagship engineering brand and the acquired developer-tools brand under one careers presence, and an early prototype showed a global header change altering the division's pages. Which design approach best keeps the two employer brands distinct while still allowing genuinely shared structure to be maintained centrally?

- A. Configure each employer brand with its own brand-scoped settings so brand-specific styling stays per brand, and reserve global changes for structure the two brands genuinely share
- B. Build one shared global styling layer that both brands use and then manually re-skin the division's pages after every global change is made so that the two brands look visibly distinct from each other again
- C. Create a completely separate, independently built career site for the division so that no configuration or shared structure is ever reused between the two employer brands at all
- D. Apply the flagship brand's styling globally across the presence and let the division hand-adjust its own individual pages wherever the acquired brand's look needs to differ

Answer: A

Explanation:

Representing each employer brand with its own brand-scoped settings lets each render with its own palette and voice while genuinely shared structure stays centrally maintained, which directly resolves the prototype's global-change bleed. It balances per-brand isolation against shared maintainability rather than sacrificing one for the other.

Question: 2

CHALLENGE 1 — Branding Two Employer Identities On One Careers Presence

The brand team wants to rotate colors, imagery, and messaging on a recurring basis without filing an engineering change request each time a campaign changes.

What is the strongest recommendation to the brand team about how ongoing look-and-feel changes should be maintained?

- A. Route each look-and-feel change through an engineering release cycle so that every brand adjustment is version-controlled and reviewed as code before it reaches the live site
- B. Maintain brand look-and-feel through Career Site Builder configuration so non-technical brand owners can adjust styling on their own cadence without depending on an engineering code change
- C. Freeze the visual design entirely at launch and batch all future brand changes together into a single twice-yearly redesign cycle so that the team avoids the overhead of frequent small styling edits
- D. Let the brand team edit the underlying page markup directly on the production pages whenever a campaign rotates so that changes take effect immediately without any intermediary

Answer: B

Explanation:

Career Site Builder is designed so non-technical owners maintain branding through configuration, which meets the brand team's need to rotate look-and-feel on their own cadence without an engineering dependency. It keeps the site maintainable while honoring the recurring-change requirement.

Question: 3

CHALLENGE 1 — Branding Two Employer Identities On One Careers Presence

An early prototype header change intended only for the flagship brand also altered the developer-tools division's pages across the shared careers presence.

What does this behavior most directly indicate about how the prototype was structured?

- A. The division's pages were missing meaningful alternative text on imagery and therefore fell back to inheriting the flagship brand's header layout by default
- B. The header change was applied directly in the production environment rather than being validated in the stage environment first before promotion to production
- C. The change was applied at a scope shared by both brands rather than being scoped to the flagship brand alone, so it propagated into the division's pages
- D. The two employer brands were already correctly isolated from each other and the header change simply needed to be repeated a second time for the division

Answer: C

Explanation:

A change intended for one brand affecting both means it was applied at a shared scope instead of the brand-specific scope, so the root cause is a scoping decision, not an execution slip. Correctly scoping the change to the flagship brand alone would have contained it.

Question: 4

CHALLENGE 1 — Branding Two Employer Identities On One Careers Presence

The team must decide which career-site elements should be shared across both brands and which should be maintained separately per brand under the one presence.

Which decision rule best guides what is centrally shared versus what is scoped per brand?

- A. Scope brand-identifying elements such as palette, imagery, and voice per brand, and share only genuinely common structure so neither brand's identity is diluted by the other
- B. Share every element across both brands by default and treat any per-brand difference as a special exception to be re-applied manually after each shared change is made
- C. Scope every single element per brand including common structure so the two brands never share anything, guaranteeing that no change can ever cross from one brand to the other
- D. Let each individual content author decide case by case whether the element they are editing should be shared or brand-scoped, based on their own judgement at edit time

Answer: A

Explanation:

Scoping brand-identifying elements per brand while sharing only genuinely common structure keeps each brand's identity intact and still lets shared structure be maintained once. It draws the share-versus-scope line by whether the element expresses brand identity.

Question: 5

CHALLENGE 2 — Structuring Pages And Templates For Maintainable Reuse

The prototype assembled several pages as bespoke layouts, and changing the footer disclaimer required editing it individually on each page across the site.

Which approach best prevents this maintenance burden as the site grows to dozens of pages?

- A. Keep the bespoke per-page layouts but maintain a documented checklist so the team can remember every single page that must be edited whenever a shared element such as the footer changes
- B. Assemble the pages from shared templates and reusable page elements so that a change to a shared element such as the footer disclaimer propagates everywhere it appears from a single edit
- C. Duplicate the footer disclaimer into each page as its own locked copy so that every page owns an identical version of the disclaimer that is maintained independently from the others
- D. Move the footer disclaimer off the pages into a downloadable document that each page links to, instead of rendering the shared disclaimer content directly on the career-site pages

Answer: B

Explanation:

Building from shared templates and reusable page elements means a change to a shared element like the footer is made once and propagates everywhere it appears, which is the design's intended maintainability model. It scales cleanly as category and content pages multiply.

Question: 6

CHALLENGE 2 — Structuring Pages And Templates For Maintainable Reuse

Several prototype custom job layouts rendered acceptably on desktop but broke their column structure on the narrow viewport that most candidates actually use to browse.

What is the best design response given that most first visits arrive on mobile?

- A. Ship the desktop-optimized custom layouts exactly as they are for the launch now, and then add a wholly separate mobile-only version of the career site later on, once the current launch-timeline pressure has eased somewhat
- B. Instruct candidates through on-page guidance to rotate their phones into landscape orientation so that the multi-column desktop layout has enough width to fit on their device
- C. Adopt layouts and templates that hold their structure responsively on the smallest supported screen, and validate the mobile rendering as an explicit part of the design work itself
- D. Reduce the font size specifically on mobile devices so that the multi-column desktop layout can be squeezed to fit within the narrow viewport without changing its column structure

Answer: C

Explanation:

Because most first visits are mobile, layouts must hold their structure on the smallest supported screen, so choosing responsive templates and validating the mobile rendering during design directly addresses the broken columns. It treats mobile as the primary case rather than an afterthought.

Question: 7

CHALLENGE 2 — Structuring Pages And Templates For Maintainable Reuse

Content operations warns that per-page bespoke layouts will not scale once dozens of category and content pages exist across the rebuilt career site.

Which trade-off best explains why favoring templates and reusable elements is the sounder maintainability decision here?

- A. Bespoke per-page layouts are always inherently faster to build than shared templates and should therefore be preferred whenever a project deadline happens to be tight, no matter how many pages the site will eventually need to hold
- B. Templates remove essentially all design flexibility from the site, so the team is knowingly accepting a worse candidate experience in exchange for the convenience of somewhat easier future edits
- C. Per-page layout freedom lowers the cost of each individual future change, so a bespoke approach actually scales better than shared templates as the total number of pages on the site multiplies
- D. Per-page layout freedom is cheap at small scale but compounds edit cost as pages multiply, whereas shared templates trade some per-page latitude for shared changes that propagate from a single edit

Answer: D

Explanation:

The real trade-off is that bespoke freedom is inexpensive with few pages but its edit cost compounds as pages multiply, while templates give up some per-page latitude to make shared changes propagate from a single edit. At NovaByte's expected page count that favors templates.

Question: 8

CHALLENGE 2 — Structuring Pages And Templates For Maintainable Reuse

The team is choosing between a home page assembled from the standard home page template and one built as a fully bespoke one-off layout for maximum visual freedom.

Which consideration should most influence the choice between the template and a bespoke home page?

- A. Choose whichever of the two options the brand team happens to find more visually impressive during the prototype review, on the grounds that the home page is the most visible surface and drives candidate conversion
- B. Prefer the template-based home page because its shared structure keeps the site maintainable and consistent, and reserve bespoke layout only where a genuine need cannot be met within the template
- C. Always build a bespoke home page regardless of maintainability, because the home page is unique enough that reusing any shared template structure on it would never be appropriate for the site

D. Defer the decision until after launch and rebuild the home page later once real candidate traffic reveals which of the two visual directions performs measurably better on the live site

Answer: B

Explanation:

Preferring the template-based home page keeps the site consistent and maintainable while still allowing bespoke layout where a genuine need cannot be met within the template. It applies the same reuse-first principle that governs the rest of the build.

Question: 9

CHALLENGE 3 — Shaping The Search And Apply Experience Across Entry Paths

Candidates reach the same opening from a category page and from a direct search-engine link, and the two routes presented the role and its apply action quite differently.

What is the best design principle to apply so the apply experience is dependable across entry paths?

- A. Compose the role page and its apply action so that the page renders consistently for the candidate regardless of which entry path they happened to use to reach that particular opening on the site
- B. Optimize the category-navigation route fully and simply accept that candidates who land directly from a search engine will be shown a reduced, less complete version of that same role page
- C. Remove the direct search-engine landing path entirely so that every candidate is forced to travel through category navigation to reach one single consistently composed version of the page
- D. Present a different, route-specific apply action for each separate entry path so that the category route and the direct search-engine landing route can each be tuned and optimized independently

Answer: A

Explanation:

Composing the role page and apply action to render consistently regardless of entry path directly fixes the observed divergence, so a candidate sees the same reachable apply experience however they arrived. Consistency across routes is the design goal the scenario demands.

Question: 10

CHALLENGE 3 — Shaping The Search And Apply Experience Across Entry Paths

On a narrow screen one route buried the apply control well below the fold, and most first visits to the career site arrive on mobile devices where candidates decide fast.

Which design decision most directly protects candidate conversion?

- A. Add a prominent banner near the top of the role page instructing mobile candidates to keep scrolling further down the page until they eventually reach the apply button lower down
- B. Keep the apply control positioned where it currently sits on the page and rely on the candidates who are sufficiently motivated to scroll down far enough to find and use it themselves
- C. Move the apply control into a desktop-only sidebar that mobile candidates are able to request on demand if they specifically need to reach the apply action while browsing on a phone

D. Design the role page so that the apply control stays reachable at or near the top of the fold on the smallest supported screen, keeping it visible where candidate intent is highest

Answer: D

Explanation:

Keeping the apply control reachable near the fold on the smallest supported screen protects conversion because candidates decide within seconds and most arrive on mobile. It removes the friction of a buried control at the exact moment intent is highest.

Question: 11

CHALLENGE 3 — Shaping The Search And Apply Experience Across Entry Paths

The brand team wants strong visual latitude on role pages, while recruiting leadership prioritizes a clean and consistent apply path for every candidate across the site.

How should the consultant frame this trade-off in the recommendation?

- A. Grant full and unrestricted visual latitude on every single role page, on the basis that distinctive brand expression is ultimately the primary driver of candidate conversion on the career site
- B. Preserve a consistent and reachable apply path as a fixed design constraint, and then allow the brand team visual latitude within the remaining space that does not compromise that apply path
- C. Standardize every role page down to one identical fixed layout with no brand latitude at all, so that a perfectly consistent apply path is guaranteed across the entire set of role pages
- D. Alternate between brand-led layouts and conversion-led layouts across the role pages so that both the brand priority and the conversion priority each receive an equal share of representation

Answer: B

Explanation:

Treating a consistent, reachable apply path as a fixed constraint and allowing brand latitude only where it does not compromise that path serves conversion while still honoring brand expression. It resolves the tension by ranking the constraints rather than trading conversion away.

Question: 12

CHALLENGE 4 — Designing For Discoverability And Accessibility Together

Most inbound candidates originate from public search engines and aggregators, and the team is deciding how page and template structure will affect later discoverability.

Which approach best supports discoverability given that structural choices are hard to unwind later?

- A. Author a clear heading hierarchy and well-structured, crawlable content at design time so that openings are readily discoverable by the public search engines and aggregators candidates use
- B. Build the site freely and quickly now, and then add discoverability improvements as a separate later optimization pass once all of the content pages are already fully in place across the site
- C. Rely on paid placement and advertising to drive candidate traffic to the site, so that the site's own page and template structure never actually needs to be crawlable by external search engines

D. Restrict crawler access to the career site so that only candidates who arrive from a direct campaign link the team controls are able to reach and view the individual openings on the site

Answer: A

Explanation:

Authoring a clear heading hierarchy and crawlable, well-structured content during design directly supports search engines and aggregators surfacing openings, which is essential because most traffic is inbound from search. Doing it at design time avoids costly restructuring after content is built.

Question: 13

CHALLENGE 4 — Designing For Discoverability And Accessibility Together

The team needs openings to be discoverable by external search engines and job aggregators beyond the reach of the career site's own internal navigation menus.

Which design measure most directly exposes openings to external discovery?

- A. Email the current list of openings out to the candidates already sitting in the talent pool on a regular weekly basis so that engaged candidates always see the newest roles as they open
- B. Add many more internal navigation links between the various category pages so that external crawlers are able to discover a greater number of internal paths as they move through the site
- C. Provide a structured, crawlable feed of the openings so that external search engines and job aggregators can index the roles directly rather than depending on the site's own navigation
- D. Post each individual opening manually onto a single external job board and place a link on that board pointing back to the corresponding role page on the company's own career site

Answer: C

Explanation:

Exposing openings through a structured, crawlable feed lets external search engines and aggregators index them directly, which is the design's mechanism for discovery beyond the site's own navigation. It scales with the full set of openings rather than depending on manual effort.

Question: 14

CHALLENGE 4 — Designing For Discoverability And Accessibility Together

The brand team prefers a low-contrast treatment for secondary text that is attractive but hard for some candidates to read, and the company has committed publicly to accessible hiring.

How should the consultant reconcile the brand preference with the accessibility commitment?

- A. Keep the low-contrast secondary-text treatment because it matches the brand direction, and add a separate high-contrast version of the page that candidates are able to switch to if they wish
- B. Adopt the low-contrast treatment exactly as it was designed by the brand team, on the basis that brand consistency across the site takes priority over the company's stated accessibility commitment
- C. Remove all brand styling from the text across the site and fall back to a single default system text style everywhere, so that readability is guaranteed regardless of the brand palette chosen

D. Adjust the secondary-text treatment so that it meets contrast guidelines while staying within the brand palette, keeping the design on brand and readable for every candidate who visits the site

Answer: D

Explanation:

Adjusting the secondary-text treatment to meet contrast guidelines while staying within the brand palette honors both the accessibility commitment and the brand direction, since adequate contrast is usually achievable without abandoning the palette. It treats accessibility as a design constraint rather than an optional layer.

Question: 15

CHALLENGE 4 — Designing For Discoverability And Accessibility Together

Leadership asks why discoverability and accessibility decisions cannot simply be handled after launch, once the site is fully populated with all of its content.

What is the strongest justification for engineering both into the structure at design time?

- A. Waiting until after launch is preferable because real candidate traffic data is genuinely needed before any meaningful discoverability or accessibility work can even begin to be scoped for the site
- B. Both rest on heading hierarchy, crawlable structure, semantic markup, and contrast baked into the page and template structure, which is costly to unwind once content has been built on top of it
- C. Both discoverability and accessibility are purely cosmetic finishing tasks that can be applied uniformly at the very end of the project without ever touching the underlying page structure of the site
- D. Accessibility can safely be deferred to a later phase, but discoverability alone must be designed in first, because search ranking is the only one of the two that actually depends on page structure

Answer: B

Explanation:

Discoverability and accessibility both rest on structural decisions — heading hierarchy, crawlable structure, semantic markup, and contrast — that are expensive to unwind once authors build the full site on top of them. Designing them in early avoids a costly, partial retrofit.

Question: 16

CHALLENGE 4 — Designing For Discoverability And Accessibility Together

During design the team debates whether an aggressive imagery-heavy home page or a more structured, text-forward home page better serves NovaByte's combined goals.

Which recommendation best balances discoverability, accessibility, and candidate experience?

- A. Use a structured layout with a clear heading hierarchy, meaningful alternative text on imagery, and crawlable content, and incorporate brand imagery without letting it replace the discoverable structure
- B. Lead the home page with full-bleed imagery and only minimal supporting text, so that the page is able to make the single strongest possible visual brand impression on every arriving candidate

- C. Fill the home page with dense hidden keyword text in order to maximize the site's search ranking as much as possible, regardless of how that hidden block of text actually reads to the candidates who visit the live page
- D. Publish two competing versions of the home page live at the same time and let whichever one happens to receive more candidate clicks remain in place, deferring the underlying structural decision until after that test concludes

Answer: A

Explanation:

A structured layout with clear headings, meaningful alternative text, and crawlable content serves discoverability and accessibility while still incorporating brand imagery, balancing all three goals. It keeps imagery additive to, rather than a replacement for, discoverable structure.

Topic: 2

Micro Skill Drill Exam

Question: 17

Astoria Hotels & Resorts is a multinational hospitality group that operates under three distinct hotel brands across several countries, each with its own local language. The customer is building a single career site in Career Site Builder and has been clear about two requirements: each of its three brands must present its own distinct look to candidates, and the site must serve candidates in the local language of each region it recruits in.

So far the implementation team has built one home page with headers and footers in the group's primary language and a single visual style, and it is preparing to launch. The customer is expecting the branded, multi-language experience it described, and you have been asked to confirm what must be addressed before go-live so that the site meets both the branding and the language requirements rather than launching as a single-brand, single-language site.

What should you address before launch to meet the customer's branding and language requirements?

- A. Configure microsites with brand-specific settings for each of the three brands and localize the Career Site Builder pages and settings for the required languages, so each brand and locale is served correctly.
- B. Build separate, fully independent career sites from scratch for every brand and language combination, duplicating the configuration and the content across each of the customer's regions and brands.
- C. Launch the current single-brand, single-language site now and then handle the additional brands and the required languages through separate future implementation projects scheduled after go-live.
- D. Apply one brand's styling across the whole site and rely on each candidate's own browser to translate the pages into the local language, so that separate localization configuration is not needed.

Answer: A

Explanation:

Microsites with brand-specific settings deliver each brand's distinct look, and localizing the Career Site Builder pages and settings serves candidates in the required languages. Both requirements are met within the single career site implementation, which is why this is the correct path to take before launch.

Question: 18

Meridian Freight, a logistics company based in Singapore, has fully built and tested its career site in the stage environment and has a go-live date scheduled this week. In the final days, the team applied several content updates directly in the stage site, and the site is now ready to be promoted. To save time before the deadline, one team member proposes editing the live production site directly to apply any further last-minute changes, rather than going back through stage.

Separately, the SSL certificate for the customer's branded production subdomain has not yet been arranged, and the team intends to publish the site on that subdomain at launch. You are the consultant responsible for the production move, and the customer wants the validated configuration live on its branded subdomain with secure candidate access. You need to confirm the correct way to move the career site to production and launch it.

What is the correct approach to move the career site to production and launch it on the branded subdomain?

- A. Begin editing the content directly in the production site to apply the latest changes quickly under the deadline, and arrange the SSL certificate for the subdomain after the site is already live.
- B. Launch on the branded subdomain right away using the current stage configuration, and schedule the stage-to-production import and the certificate setup as tasks to complete shortly after go-live.
- C. Point the branded production subdomain at the stage environment for go-live to avoid having to do the import step now, and arrange the production certificate at some later date after launch.
- D. Complete the move of the career site settings from stage to production and ensure the SSL certificate for the production subdomain is issued and installed, then launch once both are in place.

Answer: D

Explanation:

The supported path promotes the validated configuration by moving the career site settings from stage to production, and a valid SSL certificate for the production subdomain is a prerequisite for serving the site securely on that address. Completing both before launch puts the tested configuration live with secure candidate access, which is what the customer requires.

Question: 19

Cascade Health Partners, a regional healthcare network in the United States, has enabled Career Site Builder and configured the data center information for its recruiting marketing setup. The team runs a validation test of the career site before launch. Most requisitions appear correctly, but a set of newly created requisitions for the clinical division do not show on the site at all, and the requisitions that do appear are missing the "shift type" attribute that recruiters had planned for candidates to filter on.

The Real Time Job Sync between the requisition source and the career site was configured earlier in the project. Nothing in the data center configuration has changed since the requisitions that display correctly were created, and the affected clinical requisitions are open and active in the source system. The recruiters need both the missing requisitions and the filterable shift type field available before go-live, and they have asked you to determine why the data is not reaching the site.

What is the most likely root cause and the correct corrective action?

- A. The career site is serving stale cached data, so refreshing the site cache will bring in the missing requisitions and populate the shift type field that recruiters expect candidates to be able to filter on.
- B. The Real Time Job Sync field mapping is incomplete — the shift type field and the fields the clinical requisitions depend on are not mapped — so correcting the field mapping for the sync resolves both symptoms.
- C. The production SSL certificate has not yet been issued, which is preventing the affected requisitions from rendering on the site, so requesting and installing the certificate will make the missing jobs and field display.
- D. The clinical requisitions sit in a status that excludes them from candidates, so reopening each affected requisition and reposting it to the site individually is the action that will make the missing jobs appear.

Answer: B

Explanation:

The Real Time Job Sync depends on requisition fields being mapped into the career site. An unmapped shift type attribute and unmapped fields that the clinical requisitions rely on explain both the missing field and the missing requisitions together, so completing the field mapping for the sync corrects the problem at the layer where the data is actually lost.

Question: 20

Lindqvist Apparel, a Swedish fashion retailer, is implementing a new external career site in Career Site Builder. During the design workshop, the marketing team presents a home page concept built around large full-bleed brand imagery, custom display fonts, and an animated carousel, arguing that a visually distinctive site is what attracts the kind of creative talent the brand wants.

The talent acquisition lead has a different priority: the site must be found by candidates searching online and must be usable by every applicant, including those relying on assistive technology. As the implementation consultant facilitating the session, you have to reconcile the brand expression the marketing team wants with the search discoverability and accessibility leading practices that shape how the home page, content, and navigation are structured. Both objectives are legitimate, and the structural decisions you make now — page structure, content organization, and navigation — are exactly what discoverability and inclusive access depend on later. The customer expects a single recommendation that does not force them to abandon either goal.

What is the most appropriate recommendation when finalizing the home page and content design?

- A. Replace the visual concept with a minimal text-only layout to maximize search ranking and accessibility, accepting a substantial reduction in the brand expression the customer is investing in.
- B. Deliver the marketing team's visual concept exactly as presented, since brand consistency is what drives candidate attraction, and revisit search optimization and accessibility only if candidates later report difficulty finding or using the site.
- C. Apply the search optimization and accessibility leading practices to the page and content structure while expressing the brand through the supported design elements, so both objectives are satisfied from the start.
- D. Build the rich visual home page now and run a separate follow-up project later to retrofit accessibility and search optimization once the customer has reviewed and approved the branded pages.

Answer: C

Explanation:

Search optimization and accessibility leading practices are applied to how the page, content, and navigation are structured, while the brand is expressed through the supported design elements. This satisfies both the marketing goal of a distinctive site and the talent acquisition goal of a discoverable, inclusive site without sacrificing either, which is why it is the correct recommendation.

Question: 21

Halvorsen Industrial, a global manufacturing company, has asked you to implement source reporting in Recruiting Advanced Analytics so the customer can see which sources and campaigns are producing applicants. You gather the requirements in the configuration workbook and configure Advanced Analytics, defining the customer's sources.

After go-live, the customer reports that applications are clearly arriving through the career site, but the source reporting dashboard shows almost no attributed candidates and several of the configured sources display zero. You confirm that the Advanced Analytics settings themselves are in place and the sources are defined as expected. Applications are continuing to come in daily, yet attribution is effectively empty across the configured sources, and the customer needs the reporting populated so it can evaluate its recruitment marketing spend.

What is the most likely root cause of the empty source reporting?

- A. The dashboard is empty only because the application volume is still low so soon after go-live, so waiting for more applications to accumulate over time will let the attribution populate as that volume grows.
- B. The initial settings that enable the daily sync job have not been completed, so candidate and source data is not being synced into Advanced Analytics, and completing those settings enables the sync.
- C. The career site SSL certificate has expired, which is blocking the source data from reaching the analytics dashboard, so renewing the certificate will bring back the attribution the customer expects to see.
- D. Source reporting depends on the internal career site being enabled, so turning on the internal career site is the step that will cause the source attribution data to start being generated for the dashboard.

Answer: B

Explanation:

Advanced Analytics depends on the daily sync job to bring candidate and source data into reporting. If the initial settings that enable the daily sync were not completed, the dashboard stays empty even though the analytics configuration and sources are otherwise in place, so completing those settings to enable the sync is what restores attribution.

Question: 22

Thornbury Financial, a financial services firm in the United Kingdom, has enabled Candidate Relationship Management and run a marketing campaign using a landing page with a data capture form. The form

was promoted alongside a gated industry report that visitors could download after submitting their details, and over the campaign it has collected several thousand candidate records.

The talent acquisition team now has an urgent hiring need and wants to send a recruitment email campaign promoting open roles to every contact captured by the form. Reviewing the records, you find that many contacts submitted the form specifically to obtain the gated report and did not separately agree to receive recruitment marketing emails. The team is under time pressure and is asking you to confirm how to proceed with the email campaign in a way that meets the hiring need without creating a problem.

What should you advise before sending the email campaign?

- A. Send the campaign only to contacts who have completed the opt-in to receive recruitment communications, and run an opt-in campaign to obtain consent from the remaining contacts before emailing them.
- B. Send to all captured contacts now but include an unsubscribe link in the campaign, treating that unsubscribe option as a sufficient basis for emailing everyone that the data capture form collected.
- C. Export the captured contacts and send the campaign from a separate external email tool instead, so that consent handling does not have to be configured or managed inside the system at all.
- D. Send the campaign to all captured contacts now because of the urgent hiring need, since every one of them already submitted their own personal details to the company through the data capture form on the landing page.

Answer: A

Explanation:

Emailing only contacts who have completed the opt-in respects the consent that was actually given, and running an opt-in campaign is the supported way to ask the remaining contacts for consent before contacting them. This meets the hiring need through the contacts you can properly reach while bringing the others in compliantly, which is why it is correct.

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