

Adobe Commerce Business Practitioner Expert

Adobe AD0-E708

Version Demo

Total Demo Questions: 9

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Topic Break Down

Topic	No. of Questions
Topic 1, Business Analysis	11
Topic 2, Adobe Commerce Configuration	37
Topic 3, Catalog Management	32
Topic 4, Customer Management	9
Topic 5, Order Management	8
Total	97

QUESTION NO: 1

You are helping a merchant design a loyalty program for customer who have placed over \$10,00 worth of orders. The program will automatically give those customers a 10% discount on each future order. The merchant is using Magento Commerce and would like to avoid customizing Magento.

Which two Magento features do you use to set up this loyalty program?

Choose 2 answers

- A. Customer Groups
- B. Shopping Cart Price Rules
- C. Catalog Price Rules
- D. Customer Segments

ANSWER: B D

Explanation:

Customer Segments and **Shopping Cart Price Rules** provide the required no-code Commerce configuration. A customer segment can be defined using customer purchase-history conditions, including the customer's lifetime sales amount. The merchant can therefore create a dynamic segment for customers whose lifetime order value exceeds the stated threshold. Segment membership is evaluated by Adobe Commerce according to the configured segment conditions, allowing eligible customers to be identified without manually maintaining a customer list or implementing custom code.

A shopping cart price rule can then apply a percentage discount to the cart when the customer meets the relevant customer-segment condition. Configuring the rule's action as a 10 percent discount, with the customer segment included in its conditions, causes the discount to be available on qualifying customers' future carts and orders. This combination separates eligibility determination from discount application, which is the intended use of these Commerce features for loyalty-style promotions. Adobe's documentation describes using customer segments in cart price rule conditions and details the available cart-rule discount actions: [Customer Segments](#) and [Cart Price Rules](#).

QUESTION NO: 2

A merchant wants to notify their customer when a product comes back in stock.

Allow Alert when Product Come Back in stock was set to yes in the Magento admin panel but functionality is still not available to the customers.

What action is required to correct this?

- A. Display Out of Stock Products must be set to Yes in the Magento Admin.
- B. Allow Alert when Product Price change must be set to yes I the Magento admin panel
- C. Display produce quality must be set to yes in the Magento admin panel
- D. No additional action is required, the functionality will become available after the Catalog product index is updated by schedule

ANSWER: A

Explanation:

Display Out of Stock Products must be set to Yes in the Magento Admin. Product stock alerts are offered from the storefront product page when a customer can view a product that is currently unavailable. Setting *Allow Alert When Product Comes Back in Stock* to *Yes* enables the alert capability, but the out-of-stock product must also remain visible in the catalog for customers to reach its product page and subscribe to the alert. The *Display Out of Stock Products* setting controls this storefront visibility. When it is enabled, customers can view the unavailable product and use the notification control to request an email when inventory becomes available again. Adobe Commerce then records the subscription and sends the

stock alert after the product is returned to stock, subject to the configured alert-processing schedule. This setting is particularly important for merchants who want customers to retain access to discontinued-looking or temporarily unavailable catalog items instead of hiding those items entirely. Adobe documents stock-alert configuration and the requirement to make out-of-stock products visible in its product-alert guidance: [Product alert setup](#) and [Product stock options](#).

QUESTION NO: 3

A merchant wants customers to submit return requests from their account for eligible products.

Which three conditions are required for a customer to request an RMA? Choose 3 answers

- A. Enable RMA on Storefront in the returns configuration
- B. Set Enable RMA to Yes for the product
- C. Ensure the order status is Complete
- D. Set the product Visibility to Not Visible Individually
- E. Create an invoice comment with the return reason

ANSWER: A B C

Explanation:

Enable RMA on Storefront must be enabled in the returns configuration to make the return-request capability available to customers. The individual product must also have **Enable RMA** set to Yes; this setting determines whether the product is eligible to be selected on an RMA request.

In addition, the order must be in the **Complete** status before the customer can request a return. A completed order indicates that fulfillment has been completed and enables the purchased items to be considered for return. Adobe documents these requirements in [Returns](#).

QUESTION NO: 4

A merchant is planning a campaign for each of their 500 partners. Each will receive a unique set of prices for a catalog of 10,000 products.

How will performance be affected if each partner has their own website?

- A. The re-index process will become very slow
- B. The cache will consume all available disk space
- C. The sort by price feature will become very slow
- D. Static content deployment time will increase considerably

ANSWER: A

Explanation:

The re-index process will become very slow. In Adobe Commerce, a website is a price scope, and product prices are indexed by website as well as customer group and product. Creating 500 partner-specific websites therefore greatly expands the number of price-index records that Commerce must calculate and maintain for a 10,000-product catalog. A pricing change, catalog assignment change, or a full reindex must process the relevant product-price combinations across those websites. This substantially increases index table volume, database work, and the time required for the Catalog Product Price indexer to complete. The effect is especially important when prices are updated frequently or when indexers run on schedule, because the processing backlog can delay publication of updated catalog data. Adobe documents that price indexing supports dimensions such as customer groups and websites, and that indexers are responsible for transforming catalog data into optimized tables used by the storefront. The implementation should be capacity-tested with representative

data and an indexing strategy before creating this many price-scoped websites. See Adobe's [indexer management documentation](#) and [catalog price scope documentation](#).

QUESTION NO: 5

You are managing a website which has 50 Magento admin users. To comply with PCI compliance standards, you are tasked with implementing strong access control measures to restrict access to customer information.

Which Magento feature will help you accomplish this task?

- A. reCaptcha
- B. Role resources
- C. Action fogs
- D. IP address whitelisting

ANSWER: B

Explanation:

Role resources is the Magento Admin feature that applies least-privilege access control to a large group of users. An administrator creates user roles and selects the specific Admin resources each role may access, such as customer-related areas, sales functions, catalog management, reports, or system configuration. Users assigned to a role inherit only those permissions, allowing the business to limit customer information access to staff with a genuine operational need while preventing unnecessary access by other Admin users. This centralized role-based model is especially practical for an organization with many Admin accounts because permissions can be managed consistently at the role level rather than configured independently for every user. It also supports separation of duties: for example, customer-service personnel can receive access appropriate to customer records while merchandising or content users receive access only to their own operational functions. Adobe Commerce documents that roles define which parts of the Admin a user can access through an assigned set of resources. This access model provides an important administrative control for protecting sensitive customer data and supporting PCI-oriented access governance. See Adobe's [user roles and permissions documentation](#) and its [Admin user management documentation](#).

QUESTION NO: 6

A merchant is using Magento to manage inventory. The procurement department needs to see which products in the Clotting attribute set have fewer than 50 items in stock while eliminating all unnecessary columns.

How do you do this?

- A. Install a 3rd-party module to provide this report
- B. Enable the Daily Product Inventory Report email feature
- C. Navigate to the Low Stock report and enter the filtering conditions.
- D. Create a new product grid view with the necessary filters and column selections

ANSWER: D

Explanation:

Create a new product grid view with the necessary filters and column selections. The Products grid in Adobe Commerce is designed for this type of operational inventory inquiry: an admin user can filter the catalog by **Attribute Set** to limit results to the Clotting set, then apply a quantity filter to show products whose available quantity is below 50. The grid's column controls allow the user to hide fields that are not relevant to procurement and retain only the useful product and inventory information. Saving those filter and column settings as a grid view makes the tailored result reusable, so the procurement team can return to the same focused inventory list without rebuilding the search each time. This uses native Admin functionality rather than requiring a report or extension. Adobe documents product-grid filtering, including using field filters to narrow catalog

results, at [Search, filter, and save product-grid views](#). Adobe also describes managing the columns displayed in the product grid at [Product attributes and catalog administration](#).

QUESTION NO: 7

While running the Magento Commerce edition using the B2B module, an administrator has been asked to set pricing on the assigned to the company.

Which two actions are taken to accomplish this? Choose 2 answers

- A. Set a price rule in Marketing -> Catalog price rules
- B. Set pricing on your shared catalog
- C. Set prices to a customer group
- D. Set pricing rules in companies

ANSWER: B C

Explanation:

Setting pricing on your shared catalog is a core Adobe Commerce B2B capability for company-specific pricing. A custom shared catalog can be assigned to one or more company accounts, and the administrator can define custom product prices and tier prices within that catalog. When company users sign in, they receive the product assortment and pricing associated with the shared catalog assigned to their company. This directly supports negotiated or contract pricing for individual business customers.

Setting prices to a customer group is also a valid pricing mechanism. Adobe Commerce supports customer-group pricing through a product's advanced pricing configuration. A company account can be associated with a customer group, so the group price can apply to the company's users. This approach is useful when the same price structure should be reused across multiple companies or accounts that share the same commercial terms. These mechanisms allow an administrator to manage B2B pricing either through a company-assigned custom shared catalog or through prices targeted to the relevant customer group. Adobe's documentation describes custom shared-catalog pricing and its company assignments at [Shared Catalog Pricing](#), and documents customer-group prices at [Group Price](#).

QUESTION NO: 8

A merchant would like a promotional content block on the cart which changes by customer segment. the content should only appear when you cart total is \$50 or more excluding shipping.

What solution will meet the requirement?

- A. Create a widget with a static block assign to a customer price rule.
- B. Create a dynamic block, assign the customer segment, and associate it with a cart price rule.
- C. Create a static block and add it to the layout area for the shopping cart with the customer segment
- D. Create a banner, apply the 'customer segment to the banner and choose the banner price rule

ANSWER: B

Explanation:

Create a dynamic block, assign the applicable customer segments, and associate it with a cart price rule whose subtotal condition is at least \$50. Dynamic blocks in Adobe Commerce are designed to display targeted content according to customer-segment membership. This allows the merchant to configure different promotional content for different segments while placing the content in a cart-related location. The minimum-cart-total requirement is enforced through the associated cart price rule. A cart price rule condition based on the cart subtotal uses merchandise value rather than shipping charges, so a condition of subtotal greater than or equal to \$50 satisfies the requirement that shipping be excluded. Adobe Commerce

evaluates the shopper's segment and the rule conditions, then displays the relevant dynamic content only when the qualifying cart condition is met. This combines audience targeting and cart eligibility without requiring custom development. Adobe documents dynamic blocks and their association with customer segments and promotions in the [Dynamic Blocks documentation](#). The subtotal-based condition is configured using the conditions available for a [Cart Price Rule](#).

QUESTION NO: 9

A merchant is receiving automated customer-account registrations. The merchant also needs customers to verify that they control the email address used during registration.

Which two configurations should the merchant enable? Choose 2 answers

- A. Enable reCAPTCHA for the Create New Customer Account form.
- B. Require email confirmation for new customer accounts.
- C. Enable guest checkout.
- D. Set Password Complexity to Strong.

ANSWER: A B

Explanation:

Enabling reCAPTCHA for the Create New Customer Account form helps distinguish human registrations from automated submissions. Adobe Commerce supports reCAPTCHA configuration for specific storefront forms, including customer registration.

Requiring email confirmation causes Commerce to send an account-confirmation message to the registered email address. The customer must complete the confirmation process before the account is activated, which verifies control of the supplied address. These settings address different requirements: reCAPTCHA reduces automated form submissions, while email confirmation validates the customer email address. See [Google reCAPTCHA](#) and [Customer account configuration](#).