



1Z0-510^{Q&As}

Oracle ATG Web Commerce 10 Implementation Developer Essentials

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QUESTION 1

Which two ASE tasks can be performed from the ACC but not the BCC?

- A. creating a custom product catalog
- B. creating targeters
- C. creating scenarios
- D. creating slots
- E. creating products and SKUs

Correct Answer: CD

Scenarios, slots, and workflows are not managed through the ATG Business Control Center (BCC). To create and edit these items, use the ATG Control Center (ACC)

D: You can create slot components in two ways:

By manually creating a .properties file

Through the slot wizard in the ACC.

Note ACC: ATG Control Center.

Note BCC: The ATG Business Control Center is a browser-based interface that you use to create and edit many of the elements required to set up and maintain an ATG-based Web site

QUESTION 2

In an ATG multisite installation, identify three strategies that ATG employs to determine request is associated with.

- A. sticky session based
- B. sticky site parameter based
- C. domain based
- D. path based
- E. configuration File

Correct Answer: BCD

A multisite application must be able to quickly determine what site a given request is associated with. To this end, the ATG platform supports two main URL management strategies:

*

In a domain-based strategy(C)



*

In a path-based strategy (D)

B: RequestParameterRuleFilter checks the request URL for two query parameters:

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pushSite is set to a site ID, which is returned by the rule filter's filter() method.

*

stickySite, if set to setSite, makes the pushSite-specified site sticky for the current session. Unless licitly reset or unset, the sticky site is used for all subsequent requests during that session.

Note: RequestParameterRuleFilter

Based on the class atg.multisite.PushedSiteParamFilter, the component /atg/multisite/

RequestParameterRuleFilter is the first rule filter to execute. This filter processes request query parameters that set the current site, and specify it as a sticky site that persists throughout the session of that request.

QUESTION 3

Identify three features of Oracle ATG Adaptive Scenario Engine that drive personalized customer experience.

- A. rule based content targeting including personalized recommendations, offers, information sells, up sells, promotions
- B. management and processing of purchase orders and requisitions
- C. content indexing and management/administration of search facets
- D. business rule driven scenarios for delivering dynamic web pages
- E. time- and event based multistage scenarios

Correct Answer: ADE

ATG Adaptive Scenario Engine provides a set of components to the request-handling pipeline.

The ATG Adaptive Scenario Engine provides an open, server-side environment for building and deploying dynamic, personalized applications for the Web and other communication channels, such as email and wireless devices.

ATG's platform features the Adaptive Scenario Engine described as segmentation and content targeting software that provides the personalization technology and core functionality needed to deliver a personalized customer experience at every stage of the buying process.

QUESTION 4

In a multisite environment, what is the default sharing behavior of user profiles?

- A. They are shared across all the sites.



- B. They are not shared and hence are separate across the sites.
- C. They can be configured into groups that specify the sharing behavior.
- D. There is no default behavior. It needs to be custom designed and implemented.

Correct Answer: A

User profiles (and therefore logins) are always shared across all sites in the application.

Note: In the simplest case, these sites may share only user profiles, so a customer registered on one site is also registered on the other. In more complex implementations, the sites may share shopping carts, so a customer can include items from both sites in a single order. The bargain-brand site might also include upsell recommendations for (and links to) items on the luxury brand site, or the sites might share gift lists.

QUESTION 5

How is the result set cached when a query returns repository items whose item descriptors enable both item caching and query caching?

- A. The query cache stores the repository IDs indexed by the given query and the item cache holds the corresponding repository items indexed by the repository IDs.
- B. The query cache stores both the repository IDs and the repository items. The item cache is ignored.
- C. The item cache stores the both the repository IDs and the repository items. The query cache is ignored.
- D. Item descriptors can enable either the item cache or the query cache but not both.

Correct Answer: A

Difference between Item Cache and Query cache

For each item descriptor, an SQL repository maintains two caches:

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Item caches

*

Query caches

Item caches hold the values of repository items, indexed by repository IDs. Item caching can be explicitly enabled for each item descriptor.

*

Query caches hold the repository IDs of items that match given queries. When a query returns repository items whose item descriptor enables query caching, the result set is cached as follows:

/ The query cache stores the repository IDs.

/ The item cache stores the corresponding repository items.



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