



Exam : 1D0-525

Title : CIW E-Commerce Designer□

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QUESTION 1:

The goals for effective usability in an e-commerce site are to get customers to:

- A. find, compare and revisit.
- B. visit, learn and return.
- C. find, learn and review.
- D. visit, learn and purchase.

Answer: D

QUESTION 2:

Which of the following is the most effective way to build community with your online storefront?

- A. Provide a quantity discount.
- B. Generate an automatic order confirmation.
- C. Create an incentive-based program.
- D. Accept several different payment options.

Answer: C

QUESTION 3:

Which of the following is often used in place of photo identification and a signature whenever a credit card is used in an e-commerce transaction?

- A. Billing address verification
- B. Cookies deposited by the site's shopping cart
- C. The purchaser's public key
- D. Information verified by a Public Key Infrastructure (PKI) company

Answer: A

QUESTION 4:

The details of an e-commerce site order can be kept in memory, stored on the visitor's computer or stored on the Web server. This ability to remember the details of an order is known as:

- A. persisting an order.
- B. profiling an order.
- C. tracking an order.
- D. filling the shopping cart.

Answer: A

QUESTION 5:

You are transitioning from a traditional "brick-and-mortar storefront that accepts credit cards to a new e-commerce storefront. Which payment method would be most appropriate during the transition?

- A. Cash on delivery (c.o.d.)
- B. Credit card with offline processing
- C. Advance payment using check or money order
- D. Open Buying on the Internet (OBI)

Answer: B

QUESTION 6:

Which of the following site creation models would be most appropriate for a site needing easy administration and implementation as well as minimal business owner control?

- A. Online instant storefront
- B. Mid-level offline instant storefront
- C. Mid-level online instant storefront
- D. High-level offline instant storefront

Answer: A

QUESTION 7:

Before you can conduct usability testing, you should:

- A. identify the most-traveled path of your site.
- B. publish your site to a production server.
- C. identify browser compatibility issues.
- D. identify your potential customers.

Answer: D

QUESTION 8:

You are planning to install a database server in a mission-critical environment. What is the best way to ensure continuous data availability and reliability?

- A. Install a multiprocessor server.
- B. Establish a strict security policy.

- C. Provide fail-over clustering.
- D. Install multiple hot-swappable hard disk drives.

Answer: C

QUESTION 9:

A customer has placed an online order. The order has been written to a database for processing and the customer's credit card has been charged. What is the last interaction with the customer during the order process?

- A. Redirect the customer to the home page.
- B. Send a confirmation e-mail message to the customer.
- C. Update the customer profile.
- D. Send a shipping notification via e-mail to the customer.

Answer: B

QUESTION 10:

Which of the following is the most effective option for detecting a site attack by someone who wants to modify your customer database?

- A. Using antivirus software
- B. Implementing a firewall
- C. Limiting the open ports on the system
- D. Using an intrusion detection system

Answer: D

QUESTION 11:

The daily number of visitors to Cathy's site has increased by 600 percent and the current server configuration is beginning to drop requests. Cathy has decided to scale out the Web site by adding servers that will function as a server farm to host the company site. Adding servers in this way is known as:

- A. scaling up.
- B. fail-over.
- C. cloning.
- D. clustering.

Answer: D

QUESTION 12:

What SQL command set do most relational database management system (RDBMS) servers support?

- A. ISO SQL
- B. ANSI SQL
- C. XPath
- D. T-SQL

Answer: B

QUESTION 13:

After using your Web browser to test a few purchases on your staging server, you find that the shopping cart has carried forward purchases from several earlier transactions. What steps should you take first to solve this problem?

- A. Delete the system DSN and re-create it, and then use the shopping cart again.
- B. Close and reopen the browser, and then use the shopping cart again.
- C. Test your e-commerce software on the production server, and then use the shopping cart again.
- D. Delete the database and reinstall it using the same parameters, and then use the shopping cart again.

Answer: B

QUESTION 14:

An e-commerce site administrator believes that her site's security has been compromised. The most important participants of her recovery plan are the Web team, law enforcement and the:

- A. server software publisher.
- B. marketing department.
- C. certificate authority (CA).
- D. Internet Service Provider (ISP).

Answer: D

QUESTION 15:

An online instant storefront can build community by:

- A. creating an e-mail newsletter.
- B. granting quantity discounts.
- C. using banner exchange programs.
- D. providing a public listing of customer e-mail addresses.

Answer: A

QUESTION 16:

You are reviewing the requirements for an order entry system. The system will need to work with your accounting system and your customer database. Which of the following is the most important consideration?

- A. Backup ability
- B. Secure transaction processing
- C. Database compatibility
- D. Ease of use

Answer: C

QUESTION 17:

Which of the following is the most effective strategy (as opposed to a tactic) for entering a new business market?

- A. Obtain customer referrals.
- B. Hire a marketing team.
- C. Contact an advertising agency.
- D. Target new customers.

Answer: D

QUESTION 18:

Which of the following segments first used blogs as an Internet marketing tool?

- A. Large corporations
- B. Government agencies
- C. Small businesses
- D. Mainstream advertisers

Answer: C

QUESTION 19:

Mortimer is creating an e-business site for an international supplier of exotic flower bulbs. Many customers are loyal purchase-club members. He has decided to use a virtual catalog in the construction of the site. Which of the following practices pertaining to implementing a virtual catalog should be avoided?

- A. Making multiple base catalogs appear as a single catalog to customer
- B. Adding new items to the virtual catalog to add duplicate database entries
- C. Implementing special pricing rules for club members
- D. Managing pricing in multiple currencies

Answer: B

QUESTION 20:

You are logged on to a Windows system. You suspect a problem with your Oracle database, and want to view the pertinent information related to the problem. What log should you check?

- A. Application log
- B. Security log
- C. Networking log
- D. Error log

Answer: A

QUESTION 21:

Which of the following is a disadvantage of an online storefront?

- A. Lack of control over security
- B. Specialized hardware requirements
- C. Difficulty of administration
- D. High software costs

Answer: A

QUESTION 22:

Placing an institutional banner ad on a site that targets a specific market can result in:

- A. higher search-engine ranking.
- B. increased banner exchange.
- C. a higher clickthrough rate.
- D. better banner ad positioning on the site.

Answer: C

QUESTION 23:

Which of the following can help customers complete purchases more quickly?

- A. Product testimonials from other customers
- B. A well-planned site hierarchy
- C. Detailed descriptions of products
- D. An RSS feed directing customers to a site blog

Answer: B

QUESTION 24:

Which type of encryption is typically slower to use but does not require a secure channel to function?

- A. Pretty Good Privacy (PGP)
- B. Symmetric-key encryption
- C. One-time pad (OTP)
- D. Asymmetric-key encryption

Answer: D

QUESTION 25:

You have just started a new business. In order to accept credit card payments on your Web site, what should you do first?

- A. Set up an Internet merchant account to process transactions.
- B. Set up a certificate server to authenticate customers.
- C. Enable SSL/TLS on the Web server.
- D. Configure your payment gateway to work with your e-commerce server.

Answer: A

QUESTION 26:

To perform at the maximum level of security, digital certificates must be:

- A. issued by a trusted third party.
- B. guaranteed by VeriSign.
- C. issued 30 days before the site goes live.
- D. verified digitally by a notary public.

Answer: A

QUESTION 27:

Which of the following best describes an e-commerce transaction system?

- A. It operates like the open-source community: Individuals will not use propriety solutions.
- B. It operates like a chain: One broken link causes problems for the entire system.
- C. It operates like an atomic reaction: One event sets off a series of events that quickly result in an explosion of activity.
- D. It operates like a retail sales transaction: Personal interaction influences buying decisions.

Answer: B

QUESTION 28:

Yvonne has received reports that the Web server she administers has been responding slowly to page requests, and often responds so slowly that requested pages are never received. After reviewing the server logs, Yvonne determines that the Web server has received more than 1 billion requests sent to a nonexistent port. The Web server is the target of:

- A. buffer overflow attacks.
- B. denial-of-service attacks.
- C. pharming attacks.
- D. database tampering.

Answer: B

QUESTION 29:

What is the single most important result of any marketing strategy?

- A. Dollars generated in sales
- B. Number of products sold
- C. Cost of the marketing campaign
- D. Return On Investment (ROI)

Answer: D

QUESTION 30:

You want to configure a second Web site on a server. Which of the following most efficiently ensures that requests are properly processed by this second Web server for customers around the world?

- A. Secure Sockets Layer (SSL)
- B. The hosts file on user systems
- C. The server's hosts file
- D. A host header value

Answer: D

QUESTION 31:

Suppose you were using statistical software to evaluate the performance of various HTTP server packages. What would be the most efficient way to compare performance data accurately?

- A. Gather real-time performance data on each server by running several system-monitoring applications on the server at one time.
- B. Request that vendors provide their benchmark results of running a standard monitoring application.
- C. Install resource-monitoring software on each server independently and vary the actual load conditions on each server.
- D. Use a remote computer to capture statistical information on each server operating under a simulated load.

Answer: D

QUESTION 32:

Most e-commerce servers use a _____ to connect to a relational database.

- A. secure set identifier
- B. definition script
- C. Document Type Definition (DTD)
- D. connection string

Answer: D

QUESTION 33:

Denying that a payment transaction took place is known as:

- A. nonrepudiation.
- B. negative authentication.
- C. repudiation.
- D. poor data integrity.

Answer: C

QUESTION 34:

Which of the following is a common design principle for a frequently asked questions (FAQ) page on an e-commerce site?

- A. Use dynamically generated HTML so that the page is easy to update quickly.
- B. Keep the page design simple so that it is easy to update quickly.
- C. Use frames so that the page can be viewed easily.
- D. Design the page so that it provides all the information about the company's products.

Answer: B

QUESTION 35:

Which of the following requires you to provide redundant Internet connections to ensure site availability?

- A. Instant storefront
- B. In-house storefront
- C. High-level offline storefront
- D. Mid-level offline storefront

Answer: B

QUESTION 36:

Paul conducts business in a country that levies a value-added tax (VAT) on all goods purchased within its borders. What must Paul configure in order to add a VAT automatically to the total cost of a purchase?

- A. The purchasing database
- B. The shopping cart
- C. The inventory database
- D. The payment gateway

Answer: B

QUESTION 37:

What is the most accurate way to determine the number of visits to a Web site?

- A. Install a hit counter.
- B. Use automatic e-mail notification.
- C. Use a tracking service.
- D. Measure server bandwidth used.

Answer: C

QUESTION 38:

Blogads are:

- A. a low-traffic segment of the Internet.
- B. ads viewed by younger, less affluent users.
- C. banner exchange programs.
- D. ads placed in a Web log.

Answer: D

QUESTION 39:

Which party in an electronic funds transfer uses the Automated Clearing House (ACH) network to clear funds?

- A. The Web merchant
- B. The Web merchant's bank
- C. The Web customer's bank
- D. The Web customer

Answer: B

QUESTION 40:

What are the basic steps for retrieving data for display?

- A. Connect to a database server, pass the SQL command, retrieve the results.
- B. Authenticate to a database server, format for display, retrieve the data results.
- C. Define the server name, name the database, authenticate the credentials.
- D. Predefine SQL strings, authenticate, format for display.

Answer: A

QUESTION 41:

Which of the following is often cited as an advantage of Microsoft Internet Information Services (IIS)?

- A. It runs as a server background process.
- B. It is integrated into the Windows server environment.
- C. It is launched automatically with an HTTP request.
- D. It is free with every purchase of ASP and SQL Server.

Answer: B

QUESTION 42:

You need to enable SSL/TLS on a Web server for a virtual directory. You have just installed a signed digital certificate from a certificate authority. What is the next step you should take?

- A. Place a copy of the certificate in the virtual directory as a hidden file.
- B. Specify that you want to use the certificate to sign the virtual directory.
- C. Specify that you want to use SSL/TLS for the Web server's virtual directory.
- D. Place the digital certificate in the Trusted Root Certification Authorities store.

Answer: C

QUESTION 43:

Which of the following is true of a mid-level offline instant storefront?

- A. It is more expensive than an online instant storefront.
- B. It provides fewer security options than an online instant storefront.
- C. It is less likely to allow site customization features.
- D. It is easier to use than an online instant storefront.

Answer: A

QUESTION 44:

A payment gateway routes payment information between the:

- A. merchant account and the customer account.
- B. merchant account and the acquiring bank.
- C. customer account and the issuing bank.
- D. shopping cart and the processor.

Answer: D

QUESTION 45:

What type of storefront would be most appropriate for an individually owned business that deals in items without a set retail price, such as antiques?

- A. Online portal
- B. In-house solution
- C. Instant storefront
- D. Auction package

Answer: D

QUESTION 46:

Which of the following statements about banner exchange networks is accurate?

- A. They are effective in both B2B and B2C environments.
- B. They are effective only in a B2C environment.
- C. They are most effective in non-profit environments.
- D. They are effective only in a B2B environment.

Answer: A

QUESTION 47:

Which of the following statements about PayPal is accurate?

- A. PayPal does not allow your customers to use major credit cards for purchases.
- B. Payment processing uses weak encryption standards and is vulnerable to fraud.
- C. PayPal does not offer currency conversion for international customers.
- D. Your customers will be directed away from your site for payment processing.

Answer: D

QUESTION 48:

The purpose of a stress test is to determine:

- A. whether a more powerful CPU is necessary.
- B. whether more system RAM is necessary.
- C. whether a performance bottleneck is present.
- D. whether visitors can reach the site.

Answer: C

QUESTION 49:

What step would be appropriate before launching an e-commerce site with a newly installed payment gateway?

- A. Contact the acquiring bank to verify connections.
- B. Register the gateway with accepted credit card issuers.
- C. Contact the issuing bank to verify connections.
- D. Test the system using various payment methods.

Answer: D

QUESTION 50:

You have been asked to create a digital certificate server. Your supervisor wants you to provide a standard, convenient method for allowing users to request certificates. Which of the following steps should you take?

- A. Enable a server share to allow users to place certificates into a directory.
- B. Configure the certificate server to process e-mail-based certificate requests.
- C. Configure the certificate server to process Web-based certificate requests.
- D. Enable LDAP-based certificate requests to be processed automatically.

Answer: C

QUESTION 51:

Which of the following describes a referrer program?

- A. Referrals occur only after a company pays a commission for them; traffic is directed in one direction.
- B. One site pays another site for the traffic it sends; traffic is directed in one direction.
- C. A third party verifies referrals from one site to another site as traffic flows from one to the other.
- D. One site pays several sites for traffic it sends; traffic is generated in multiple directions.

Answer: B

QUESTION 52:

Jennifer placed a special product advertisement on the home page of her e-commerce site. After one week, she reviewed her server logs to see how many visitors clicked the ad, completed the registration page and then entered credit card information to purchase the product. Jennifer's site path analysis is a review of:

- A. controlled-navigation click patterns.
- B. customer satisfaction surveys.
- C. good e-commerce advertising.
- D. live usability testing and role playing.

Answer: A

QUESTION 53:

A large company with an adequate staff and funding wants to implement an e-commerce storefront. Which of the following methods would be most suitable for this company?

- A. Offline solution
- B. Instant storefront
- C. In-house solution
- D. Online solution

Answer: C

QUESTION 54:

An attack has affected a commercial server providing customized Web content services to Michael's e-commerce site. The attack is most likely an example of:

- A. Secure Electronic Transactions (SET) corruption.
- B. certificate authority (CA) infiltration.
- C. Application Service Provider (ASP) infiltration.
- D. registrar database tampering.

Answer: C

QUESTION 55:

Which of the following market models is considered industry-centric that is, a model in which all the businesses in a particular market are involved in the same industry?

- A. Vertical market
- B. Open market
- C. B2C market
- D. Horizontal market

Answer: A

QUESTION 56:

Which of the following demonstrates the importance of manual transaction processing?

- A. It enables vendors to receive multiple orders of different items.
- B. It enables vendors to complete a customer return request by telephone.
- C. It enables customers to send an item to an alternative address.
- D. It enables customers to use a dial-up connection to perform a transaction.

Answer: B

QUESTION 57:

The certificate authority (CA) cryptographically signs a certificate file with its private key. Anyone can verify the certificate signature with the public key. This is known as:

- A. binary-key encryption.
- B. symmetric-key encryption.
- C. hash encryption.
- D. asymmetric-key encryption.

Answer: D

QUESTION 58:

What is the first step in improving your Web server's performance?

- A. Upgrade the server's RAM.
- B. Monitor performance and create a baseline.
- C. Determine the efficiency of the CGI applications.
- D. Upgrade the server's CPU.

Answer: B

QUESTION 59:

Alcazar wants to host three Web sites on the same computer, and to use SSL for transactions on each site. Which of the following methods for hosting multiple Web sites would be most suitable?

- A. Use server virtualization software to run multiple operating systems.
- B. Use three separate ports.
- C. Use three separate host header names.
- D. Bind three IP addresses to the server.

Answer: D

QUESTION 60:

The main purpose of monitoring e-commerce Web server resources and performance (including bandwidth, uptime, downtime and network usage) is to ensure:

- A. site availability.
- B. increased profitability.
- C. visitor satisfaction.
- D. cost-effectiveness.

Answer: A

QUESTION 61:

Carly has requested a digital certificate for her Web site. Instructions for downloading and installing the new certificate will be:

- A. sent to Carly's e-mail address.
- B. sent to Carly by postal service.
- C. provided only on Carly's request.
- D. remotely installed on Carly's Web server.

Answer: A

QUESTION 62:

Most Web sites that use online advertising can be divided into two site categories based on how the sites benefit from the advertising. What are these two e-commerce site categories?

- A. Marketer sites and advertising sites
- B. Referrer sites and publisher sites
- C. Publisher sites and marketer sites
- D. Referrer sites and marketer sites

Answer: C

QUESTION 63:

Which of the following pieces of information will best help you determine the number of transactions your database server can accommodate?

- A. The number of concurrent user connections
- B. The number of database tables required
- C. Minimum installation requirements
- D. Maximum uptime requirements

Answer: A

QUESTION 64:

Which of the following statements about Secure Electronic Transactions (SET) is correct?

- A. Four protocols were merged to form SET.
- B. The SET protocol has gained wide market acceptance.
- C. SET was designed to replace SSL.
- D. With SET, the merchant does not know the user account number.

Answer: D

QUESTION 65:

The details of an e-commerce site order can be kept in memory, stored on the visitor's computer or stored on the Web server. This ability to remember the details of an order is known as:

- A. persisting an order.
- B. tracking an order.
- C. filling the shopping cart.
- D. profiling an order.

Answer: A

QUESTION 66:

Online credit-card transactions require a payment gateway. Payment gateway software can be installed on your Web server or hosted online. After you install a payment gateway, you must:

- A. install the e-commerce database system.
- B. develop an effective marketing strategy.
- C. select and establish a compatible merchant account.
- D. configure the gateway to work with your e-commerce server.

Answer: D

QUESTION 67:

Which of the following is an example of just-in-time (JIT) delivery?

- A. Warehousing large amounts of assembled goods as customers demand the product
- B. Obtaining and developing items as customers demand the product
- C. Obtaining the product only after supplies have run out
- D. Storing the product in parts until customers demand the assembled product

Answer: B

QUESTION 68:

What information is required to make a customer comfortable with making a purchase?

- A. A picture with no additional information
- B. All supporting documentation for the product or service
- C. A brief product description
- D. A detailed description of the product with pictures

Answer: D

QUESTION 69:

Which of the following are common methods for tracking customers in a referrer program?

- A. Cookies, Web server referrer agent log files, registered user names
- B. Web browser tracking files, sales commission records, customer names
- C. Cookies, page redirections, specialized URLs with ID numbers
- D. Customer names, landing page hit counts, page redirections

Answer: C

QUESTION 70:

Which of the following are common elements of an e-commerce transaction system?

- A. Employee incentive plans and credit-card payment services
- B. Credit card payments and online payment services
- C. Automatic restocking of goods and currency conversion
- D. Order tracking and customer referrer programs

Answer: B

QUESTION 71:

Which of the following can help customers complete purchases more quickly?

- A. Product testimonials from other customers
- B. A well-planned site hierarchy
- C. Detailed descriptions of products
- D. An RSS feed directing customers to a site blog

Answer: B

QUESTION 72:

Which technology provides channel security (privacy and authentication) through encryption, and reliability through a message integrity check (secure hash functions)?

- A. SSL
- B. S-HTTP
- C. HTTP
- D. SET

Answer: A

QUESTION 73:

A hash encryption function:

- A. is encrypted with a public key and decrypted with a private key.
- B. is not used because today's computers can easily hack it.
- C. is relatively easy to encrypt but difficult to decrypt.
- D. contains a secret key that is used to encrypt and decrypt.

Answer: C

QUESTION 74:

Marty included a banner ad for her online MP3 player store on a music download Web site. She found that 72 percent of users who visited the site via banner ad clickthrough became customers. Which of the following is the term for this percentage?

- A. Clickthrough rate
- B. Purchase rate
- C. Exposure rate
- D. Conversion rate

Answer: D

QUESTION 75:

Which of the following is submitted to identify each person who handles evidence after a site infiltration?

- A. Server status report
- B. Proof of delivery
- C. Authentication record
- D. Chain of custody

Answer: D

QUESTION 76:

In credit card transactions, which of the following occurs during the settlement phase?

- A. The processor verifies the credit card through the issuing bank.
- B. The acquiring bank transfers money to the merchant's account.
- C. Credit card information is passed to a payment gateway.

D. The customer enters credit card information on a Web site and confirms the order.

Answer: B

QUESTION 77:

What security protocol typically allows Web-based applications to pass data securely by providing an encrypted channel?

- A. HTTP
- B. SSH
- C. SET
- D. SSL

Answer: D

QUESTION 78:

Which of the following describes an effective target-marketing program for a company that sells kayak accessories to distributors?

- A. Placing a banner advertisement on a third-party Web site that sells touring packages to the Caribbean
- B. Sending an e-mail advertisement to those who sell kayaks to outdoor enthusiasts
- C. Sending an e-mail advertisement to everyone who has indicated an interest in outdoor activities
- D. Placing a banner advertisement on a third-party Web site that sells kayaks to outdoor enthusiasts

Answer: B

QUESTION 79:

Winnie has collected the physical evidence of an attack on her company's Web site, including the Web server, hard disk drives, site traffic and firewall logs. Which less tangible evidence could be lost?

- A. ISP router records
- B. IP address traceroute data
- C. User authentication data
- D. System data stored in RAM

Answer: D

QUESTION 80:

Which of the following describes a root certificate authority (CA)?

- A. A CA that cannot be brought offline
- B. A CA that signs its own certificate and certifies itself as legitimate
- C. A CA that uses LDAP to transmit its credentials to other CAs
- D. A CA that has an unlimited validity period

Answer: B

QUESTION 81:

You are logged on to a Linux system. You suspect a problem with the system's MySQL database server. Which of the following files will contain relevant information pertaining to the failure?

- A. ~root/.error
- B. /var/log/messages
- C. /var/run/lock/mysql
- D. ~root/.database_error

Answer: B

QUESTION 82:

Under Secure Electronic Transactions (SET), which three parties involved in a transaction are required to use the SET protocol?

- A. The broker, the merchant, the customer
- B. The customer, the credit card company, the bank
- C. The merchant, the bank, the customer
- D. The wholesaler, the merchant, the bank

Answer: C

QUESTION 83:

Mason runs an e-commerce site selling products from his business in Texas, which has a local sales tax of 7.5 percent. What would the tax rate be for a customer in Egypt?

- A. 7.5 percent
- B. 7 percent
- C. 0 percent
- D. 6.5 percent

Answer: C

QUESTION 84:

Your e-business acquires raw materials and parts from several international suppliers and assembles those materials into a finished product. What is the name for the process that connects the materials and components to the consumer?

- A. Supply chain
- B. Product life cycle
- C. Logistics of rapid replenishment
- D. Just-in-time (JIT) delivery

Answer: A

QUESTION 85:

Which of the following is a common practice for ensuring the quality of customer service?

- A. Asking customers to participate in a blog
- B. Notifying the customer's credit card company via e-mail that a purchase has occurred
- C. Sending product announcements from partners by e-mail to new customers
- D. Notifying a customer by e-mail when a product is shipped

Answer: D

QUESTION 86:

Some Web servers can be configured to listen for HTTP requests for multiple Web sites on a single server. Which of the following steps can be taken to configure multiple Web sites to use port 80 as their default and to secure transactions?

- A. Use separate host header names for each Web site.
- B. Install IIS and Apache on the same server to host multiple Web sites.
- C. Bind multiple IP addresses to a single NIC on the server.
- D. Configure the firewall to accept multiple HTTP requests.

Answer: C

QUESTION 87:

Mark is the owner of a portal storefront that sells gaming software. What would be the most effective way for him to encourage repeat business?

- A. Allow new customers a 10 percent discount on their first order.
- B. Provide a FAQ page and knowledge base for each game.
- C. Offer discounts on game accessories during the checkout process.

D. Use up-selling techniques to sell more advanced games.

Answer: B

QUESTION 88:

You have just developed a business-to-consumer (B2C) Web site that sells wetsuits for scuba diving. You want to partner with another company to start a banner ad program. What sort of company would be the most effective choice for a partner?

- A. A company that sells a different brand of wetsuits
- B. A company that sells canoes and small boats
- C. A company that sells tanks, masks and snorkels
- D. A company that sells wetsuits mainly to surfers

Answer: C

QUESTION 89:

None of your customers can access SSL-protected pages on your new e-commerce site. Which of the following steps will resolve this problem?

- A. Ask customers to reboot their computers.
- B. Open TCP port 443 on the company firewall.
- C. Ask your customers to upgrade their Web browsers.
- D. Open TCP port 8080 on the company firewall.

Answer: B

QUESTION 90:

Tomas receives multiple e-mail notices after he successfully places an online order with a book retailer. What is the customary sequence of order e-mail notices?

- A. Order address verified, order shipped, order charged to the credit card
- B. Order processed, order status confirmed, order shipped with tracking number
- C. Order fulfilled, order processed, order shipped with tracking number assigned
- D. Order shipped, order processed, order charged to the credit card

Answer: B

QUESTION 91:

You will be hiring someone to localize your e-commerce site in order to reach a specific audience. Which of the following is most essential for the person you hire to effectively complete the job?

- A. The ability to communicate clearly with the team that created the site
- B. An understanding of the scripting language and database type used on the site
- C. An understanding of the importance of the just-in-time (JIT) process to the company
- D. An understanding of the language and culture of the audience you want to reach

Answer: D

QUESTION 92:

Which of the following is the most efficient strategy for detecting an attack on your company's e-commerce site?

- A. Conducting an audit
- B. Teaching employees about social engineering
- C. Testing password strength
- D. Reviewing system logs

Answer: D

QUESTION 93:

You have posted your e-commerce site on a staging server. Which of the following most effectively ensures that your site will provide a satisfying experience for users?

- A. Engaging in role playing in order to test the site
- B. Using design techniques to ensure symmetrical balance
- C. Using design techniques to ensure asymmetrical balance
- D. Implementing Web site stress-testing software

Answer: A

QUESTION 94:

According to the X.509 (ITU) standard, which of the following is a non-standard certificate field that can contain additional information such as date of birth?

- A. Fingerprint
- B. Subject Public-Key Information
- C. Subject (User) Name
- D. Extensions (v3)

Answer: D

QUESTION 95:

Which of the following most completely describes a Sharable Content Object (SCO)?

- A. A system that centrally stores assets
- B. A Rich Site Summary (RSS) that aggregates content
- C. An asset described by metadata
- D. A Java applet or ActiveX control that aggregates and sequences data

Answer: C

QUESTION 96:

Which of the following terms describes a level of a supply chain?

- A. Unit
- B. Group
- C. Tier
- D. Block

Answer: C

QUESTION 97:

Which of the following site creation models would be most appropriate for a site needing customer relationship management (CRM) and personalization?

- A. Mid-level offline instant storefront
- B. Online instant storefront
- C. High-level offline instant storefront
- D. Mid-level online instant storefront

Answer: C

QUESTION 98:

Which of the following steps are necessary for installing a payment gateway?

- A. Choose an e-commerce solution and establish shipping and taxation options.
- B. Set up an Automated Clearing House account and obtain a shopping-cart system.
- C. Contact credit card organizations and link the gateway to the customer database.
- D. Determine payment methods and configure the gateway to work with the e-commerce solution.

Answer: D

QUESTION 99:

What is the term for using a single secret key to both encrypt and decrypt your data?

- A. Binary-key encryption
- B. Hash encryption
- C. Symmetric-key encryption
- D. Asymmetric-key encryption

Answer: C

QUESTION 100:

You are running a site that provides e-learning services to several Fortune 100 companies. This site is available at the following location: www.appliedlearningservices.com. A new customer wants to access the same server at a new name: www.als1.com. Which type of DNS entry should be created?

- A. AAAA
- B. A
- C. MX
- D. CNAME

Answer: D

QUESTION 101:

Vera's new e-business failed in its second year because inventory levels were constantly depleted and she was unable to satisfy order fulfillment. The most likely underlying reason for the failure may be that Vera's business plan did not address:

- A. marketing strategies and tactics.
- B. supply chain management.
- C. customer demographics.
- D. inventory storage requirements.

Answer: B

QUESTION 102:

You are planning to install a database server in a mission-critical environment. What is the best way to ensure continuous data availability and reliability?

- A. Provide fail-over clustering.
- B. Establish a strict security policy.
- C. Install multiple hot-swappable hard disk drives.
- D. Install a multiprocessor server.

Answer: A

QUESTION 103:

Which of the following is most essential when setting a marketing goal for an e-commerce site?

- A. The site must conform to the latest technical standards.
- B. The site must conform to the latest accessibility standards.
- C. The site must support efforts to improve customer service.
- D. The site must complement the company's direction.

Answer: D

QUESTION 104:

Nain is a front-desk receptionist at a large corporation. After a recent payday for the employees, Nain received a phone call from someone claiming to be an employee who was out-of-state on an assignment. This person asked Nain whether his check had been deposited, and to verify that the check was written to a specific account name and bank routing number. This occurrence may be a type of attack known as a:

- A. pharming attack.
- B. phishing attack.
- C. social-engineering attack.
- D. denial-of-service attack.

Answer: C

QUESTION 105:

A customer living in Canada has purchased a product from a company in France. This product will be shipped to the customer. Which of the following might be levied on this transaction?

- A. Value-added tax (VAT)
- B. Provincial tax
- C. Sales tax
- D. Tariff

Answer: D

QUESTION 106:

What is the name for a tax on goods that are shipped internationally?

- A. Tariff
- B. Value-added tax (VAT)
- C. Tax barrier
- D. Sales tax

Answer: A

QUESTION 107:

A retail business that advertises and markets using traditional print materials has decided to expand its marketing reach and increase revenue by developing an online catalog. Which of the following is the primary objective?

- A. Creating a visually attractive catalog
- B. Personalizing the site
- C. Converting the existing print catalog into HTML
- D. Creating an effective selling tool

Answer: D

QUESTION 108:

Which of the following segments first used blogs as an Internet marketing tool?

- A. Mainstream advertisers
- B. Small businesses
- C. Large corporations
- D. Government agencies

Answer: B

QUESTION 109:

Tom has encountered a problem with the Apache server installation on his company's server. Because he does not have an immediate solution to the problem, he should contact:

- A. the Apache user online forum.
- B. the Apache live Help service.
- C. the Apache Help desk.
- D. the Apache service staff.

Answer: A

QUESTION 110:

Many items can be included in the e-mail order confirmation sent to a customer after an order is completed. What should these items include at a minimum?

- A. The date, an order summary and a shipping tracking number
- B. The customer name, the credit card number used and the total credit card charge
- C. A shipping address, an order summary and company contact information
- D. Links to more products, product promotions and coupons for future purchases

Answer: C

QUESTION 111:

Maggie is developing a site that allows purchases to be made online. What technology should she use to enable security measures on this site?

- A. SET
- B. HTTP
- C. S-HTTP
- D. SSL

Answer: D

QUESTION 112:

Which of the following security threats is reduced by a strong password policy?

- A. Buffer overflow attacks
- B. Pharming attacks
- C. Denial-of-service attacks
- D. Database tampering

Answer: D

QUESTION 113:

Which of the following is true of high-level offline storefronts?

- A. They require the greatest amount of expertise to use properly.
- B. They require the site to be taken offline whenever a change is made.
- C. They use only proprietary encryption and data-formatting standards.
- D. They are not designed to support business-to-business (B2B) needs.

Answer: A

QUESTION 114:

Jorge is developing an e-commerce solution for his company, which sells subscription services. Customers need to be billed on a recurring basis for their subscriptions. Which payment method would Jorge find most appropriate for this situation?

- A. Advance payment using check or money order
- B. Cash on delivery (c.o.d.)
- C. Purchase order and post-purchase billing
- D. Bank account debit

Answer: D

QUESTION 115:

Which of the following is a concern with third-party instant storefronts?

- A. They rely on a third party to secure the site.
- B. They require extensive knowledge of e-commerce server software.
- C. They are available only through a portal.
- D. They do not include shopping-cart software.

Answer: A

QUESTION 116:

User-tracking services can provide data about site visitors. Which of the following types of data are collected by tracking services?

- A. Operating system, third-party cookies, passwords
- B. Operating system, demographic information, domain
- C. Operating system, browser type, third-party cookies
- D. Operating system, browser type, domain

Answer: D

QUESTION 117:

Which of the following statements about PayPal is accurate?

- A. Your customers will be directed away from your site for payment processing.
- B. PayPal does not offer currency conversion for international customers.
- C. Payment processing uses weak encryption standards and is vulnerable to fraud.
- D. PayPal does not allow your customers to use major credit cards for purchases.

Answer: A

QUESTION 118:

An international online auction company wants to use a payment service that supports payment processing and is limited to auction purchases only. Which of the following would best meet the company's needs?

- A. eBay
- B. PayPal
- C. AuctionPay
- D. BidPay

Answer: D

QUESTION 119:

Isabelle, a site administrator, has just analyzed her Web site's traffic and discovered that many users abandon the site when they reach a particular page. Which source of Web site data can Isabelle use to analyze this pattern?

- A. Page rankings
- B. Server logs
- C. Hit counters
- D. Page weight

Answer: B

QUESTION 120:

Which organization is responsible for regulating the process of importing and exporting goods?

- A. Exchange
- B. Customs
- C. World Bank
- D. Port Authority

Answer: B

QUESTION 121:

Which of the following can help assure customers that the information they provide to you will remain private?

- A. Provide an opt-out link for all e-mail sent to customers.
- B. Implement and post a privacy policy.

- C. Create a data backup policy.
- D. Post the company security policy.

Answer: B

QUESTION 122:

Before you can conduct usability testing, you should:

- A. identify browser compatibility issues.
- B. identify your potential customers.
- C. identify the most-traveled path of your site.
- D. publish your site to a production server.

Answer: B

QUESTION 123:

Tom has encountered a problem with the Apache server installation on his company's server. Because he does not have an immediate solution to the problem, he should contact:

- A. the Apache live Help service.
- B. the Apache Help desk.
- C. the Apache user online forum.
- D. the Apache service staff.

Answer: C

QUESTION 124:

Which of the following describes a targeted marketing program?

- A. A program that selects the largest array of products and markets them to those most likely to purchase products online
- B. A program that selects the smallest array of products and markets them to those most likely to purchase products online
- C. A program that targets a specific group of interested people
- D. A program that targets the broadest group of people in the most countries around the world

Answer: C

QUESTION 125:

Which of the following is a primary concern when configuring a shopping-cart system?

- A. Compatibility with the payment gateway
- B. Compatibility with ODBC and ASP
- C. The initial connection cost
- D. Payment gateway support of SSL/TLS

Answer: A

QUESTION 126:

Which of the following is a common cause of a buffer overflow?

- A. Unexpected SQL statements causing database information to be revealed in the buffer
- B. Repeated attempts to guess a password stored in the buffer
- C. Unchecked data entered into the buffer
- D. Unnecessary services running in the buffer

Answer: C

QUESTION 127:

Which of the following is commonly used to authenticate a customer who has just used a credit card to buy a product?

- A. The customer's card security code
- B. The customer's signature
- C. A payment gateway for verifying the customer's address
- D. Secure Sockets Layer (SSL)

Answer: A

QUESTION 128:

What is the result of an e-commerce HTTP server that processes the input queue at a rate equal to or greater than that of incoming requests?

- A. Network bandwidth decreases.
- B. The server performs adequately.
- C. The site visitor experiences a delay.
- D. A bottleneck occurs.

Answer: B

QUESTION 129:

You have just obtained a signed digital certificate from a certificate authority. What is the

next step you should take?

- A. Export the certificate.
- B. Sign the certificate.
- C. Publish the certificate.
- D. Install the certificate.

Answer: D

QUESTION 130:

Which of the following is the most effective strategy for conducting an opt-in e-mail marketing campaign?

- A. Create an executable Java application as an e-mail attachment that describes the company.
- B. Send e-mail messages once a day to initial contacts for the first two weeks.
- C. Send e-mail messages once every two weeks to follow up on an initial contact.
- D. Create an executable ActiveX application as an e-mail attachment that describes the company.

Answer: C

QUESTION 131:

Customers use your company's software to receive real-time weather reports. One of the company's software developers has proposed creating a second application that installs at the same time as the weather software, but operates in the background and reports user preferences and other information to your company. What is the name for this type of application?

- A. Value-add
- B. Freeware
- C. Spyware
- D. Daemon

Answer: C

QUESTION 132:

Increasing the ability of a Web server to support a greater workload by increasing the resources on the server (for example, memory, processor speed, number of processors) is known as:

- A. scaling up.
- B. sizing up.

- C. scaling out.
- D. clustering.

Answer: A

QUESTION 133:

Which of the following is a messaging protocol designed to ensure the integrity of data sent between incompatible computers?

- A. Electronic Data Interface
- B. Electronic Download Instruction
- C. Electronic Data Interchange
- D. Electronic Description Interface

Answer: C

QUESTION 134:

In evaluating the various Web server, database and scripting-language options available for her company, Lindsay notices that Apache server, MySQL and PHP can be:

- A. run on Microsoft Windows, Linux and Solaris operating systems.
- B. licensed for a maximum of five years.
- C. purchased separately.
- D. easily administered by anyone with no Web application experience.

Answer: A

QUESTION 135:

To perform at the maximum level of security, digital certificates must be:

- A. verified digitally by a notary public.
- B. issued by a trusted third party.
- C. issued 30 days before the site goes live.
- D. guaranteed by VeriSign.

Answer: B

QUESTION 136:

Which of the following algorithms uses symmetric keys for encryption?

- A. MD5
- B. RSA

- C. AES
- D. SHA

Answer: C

QUESTION 137:

Which of the following site creation models would be most appropriate for a site needing customer relationship management (CRM) and personalization?

- A. Mid-level online instant storefront
- B. Online instant storefront
- C. Mid-level offline instant storefront
- D. High-level offline instant storefront

Answer: D

QUESTION 138:

Which of the following describes a Sharable Content Object Reference Model (SCORM) manifest?

- A. An XML document that describes a Sharable Content Object (SCO)
- B. An XHTML document that is SCORM-conformant
- C. A relational database that contains Sharable Content Object (SCO) information
- D. A style sheet that gives structure to the page containing a Sharable Content Object (SCO)

Answer: A

QUESTION 139:

The goals for effective usability in an e-commerce site are to get customers to:

- A. visit, learn and return.
- B. visit, learn and purchase.
- C. find, compare and revisit.
- D. find, learn and review.

Answer: B

QUESTION 140:

You are considering payment methods for a business-to-business (B2B) e-commerce site. Which payment method would be most appropriate for your needs?

- A. Advance payment using check or money order
- B. Cash on delivery (c.o.d.)
- C. Purchase request and pre-purchase billing
- D. Purchase order and post-purchase billing

Answer: D

QUESTION 141:

What aspect of e-commerce marketing most significantly differentiates the use of a niche marketing strategy from that of a global marketing strategy?

- A. Products and/or services offered
- B. Geographic distribution of the customers
- C. Common customer interests
- D. Advertising media choices

Answer: C

QUESTION 142:

What is the result of an e-commerce HTTP server that processes the input queue at a rate equal to or greater than that of incoming requests?

- A. A bottleneck occurs.
- B. The server performs adequately.
- C. The site visitor experiences a delay.
- D. Network bandwidth decreases.

Answer: B

QUESTION 143:

Which of the following marketing models is characterized by a complementary venture between two or more companies that join together in production, distribution or marketing in order to achieve individual goals?

- A. Horizontal market
- B. B2C market
- C. Open market
- D. Vertical market

Answer: A

QUESTION 144:

What is the name of the electronic funds transfer (EFT) system governed by the United States and designed to provide the clearing of electronic payments between banks?

- A. The Originating Depository Financial Institution (ODFI)
- B. The Receiving Depository Financial Institution (RDFI)
- C. The National Clearing House (NCH) network
- D. The Automated Clearing House (ACH) network

Answer: D

QUESTION 145:

Bashir wants to know how many people are visiting banner advertisers on his site. What should he measure to learn how often people are using the ads?

- A. Content screen flow
- B. Usability tests of the site
- C. Click-through ratio on the ads
- D. Image download rates of the ads

Answer: C

QUESTION 146:

Alfonse is looking for a process by which online payments can be securely routed through an e-commerce site. Which of the following should he use?

- A. Automated clearing House
- B. Payment installer
- C. Payment pipeline
- D. Digital cash router

Answer: A

QUESTION 147:

Which is the most common form of asynchronous service?

- A. Customer service
- B. Internet service
- C. E-mail
- D. Web service

Answer: C

QUESTION 148:

Jorge is the e-commerce administrator for his company's Web site. He is considering which type of security mechanism his company should use to communicate with their vendors. He chooses a virtual private network. Which of the following reasons support Alan's decision?

- A. VPNs allow secure data communication using the Internet
- B. VPNs provide privileged access to secure public internet sites
- C. VPNs lower the transmission cost of packets containing multimedia-enriched data
- D. VPNs provide multiple virtual internet sites for companies at the lowest cost possible

Answer: A

QUESTION 149:

Which HTML tag allows you to provide detail about your e-commerce site?

- A. <BODY>
- B. <TITLE>
- C. <META>
- D. <P>

Answer: C

QUESTION 150:

The phase at which design concepts are joined with applications to form a total e-commerce environment is based on Organization and usage. What should the catalog designer consider at this step in the design process?

- A. Real-world usage of the site
- B. Operating systems
- C. Programming language
- D. Site colors

Answer: B

QUESTION 151:

All of the following are factors upon which encryption strength is based, except:

- A. Secrecy of the key
- B. Length of the key
- C. Strength of the algorithm
- D. Name of the key

Answer: D

QUESTION 152:

Which of the following can negatively affect usability on a web site?

- A. Using the latest browser technology throughout the site
- B. Providing a search function on the front page of the site
- C. Including a clickable label or icon next to each product that allows visitors to quickly add products to their shopping carts
- D. Providing a feedback page on the site

Answer: A

QUESTION 153:

Which of the following is an accurate definition of a certificate authority?

- A. A trusted third-party organization or company that issues digital certificates to create digital signatures and public key pairs.
- B. A standard business-to-business commerce model that is designated for high-volume, low-dollar volume transactions
- C. An open protocol that facilitates transactions
- D. An internet governing body that sets security for the World Wide Web

Answer: A

QUESTION 154:

Einstein has decided to have his Web site hosted by an outside service. He may be hosting some legally questionable material on his site. Which law limits liability and damages against the ISP, if legal action is taken against Einstein?

- A. No Electronic Theft (NET) Act
- B. The ISP Hosting Limitations Act
- C. The Digital millennium Copyright Act
- D. He W3C Electronic Liability Act

Answer: C

QUESTION 155:

Maja wants to open an online store. She considers the advantages and disadvantages to decide whether an online store will be good for her business. Which of the following reasons should best convenience Maja to open her online store?

- A. E-commerce sites require a number of people to field customer requests.
- B. E-commerce sites offer superior non-repudiation over traditional commerce solutions.
- C. E-commerce sites offer limited hours of business, freeing her staff up for much needed holidays.
- D. E-commerce sites offer wider access to existing markets, and new access to undiscovered markets.

Answer: D

QUESTION 156:

In one of the two basic models that exist for processing checks online, users fill out a form with their routing number and account number, then the online check-processing service prints a hard copy of that information in the form of a check. Which of the following choices describes the other basic model for processing checks online?

- A. The user is asked to telephone a central number for verification
- B. Information is sent to a government agency for verification
- C. Information is processed via electronic Funds Transfer
- D. Information is routed to a third-party vendor.

Answer: C

QUESTION 157:

Louis is explaining key security concepts to his employer. Which term represents the protection against a wide variety of attacks against the communications between two parties?

- A. Security
- B. Cryptographic technique
- C. Hacking
- D. Non-repudiation

Answer: B

QUESTION 158:

CyberCash, DigiCash, and DataCash are all examples of:

- A. Operating system
- B. Online payment gateways
- C. International currency
- D. Encryption methods

Answer: B

QUESTION 159:

Hans wants to design a Web site for his company, but he is not familiar with usability issues. Which advice would you give Hans regarding usability testing?

- A. Test the site when it is near production ready
- B. Use a small cross-section of testers for more accuracy
- C. Do not allow the testers to take notes because this activity will distract them
- D. Provide assistance at every step of the testing process.

Answer: A

QUESTION 160:

SSL is accomplished in seven steps. Which of the following choices describes the steps collectively known as the handshake?

- A. The client requests to connect to the secure server, and the server sends its pre-signed certificate to the client.
- B. The certificate authority validates the server to the client, and the client tells the server which types of encryption keys it supports.
- C. The server sends its pre-signed certificate to the client, and the client verifies that the certificate was issued by a trusted certificate authority.
- D. The client verifies that the certificate was issued by a trusted certificate authority, and the CA validates the server to the client.

Answer: A

QUESTION 161:

Helmut is the site administrator for a small e-commerce site. His manager asks him to run some site metrics to determine which areas of the site are the most popular. Which of the following metrics would indicate the popular areas of the site?

- A. Number of hits per page graphics
- B. Number of hits per page
- C. Number of accesses from unique domains.
- D. Number of submitted feedback forms

Answer: B

QUESTION 162:

Which term refers to the trusted third parties in the digital world that are comparable to notary publics in the physical world?

- A. Digital company's-signers
- B. Verifiers
- C. Certificate authorities
- D. Key pair verifiers

Answer: C

QUESTION 163:

Andreas works for a large company that wants to implement a data exchange process with another large company. These two companies are especially focused on standardizing and securing the information that is sent between them. Which one of the following solutions should Andreas choose?

- A. A solution using electronic format interchange
- B. A solution using open buying on the internet
- C. A solution using secure electronic transactions
- D. A solution using secure sockets layer

Answer: A

QUESTION 164:

Which aspect of cryptography is strongly protected by U.S export laws to enforce levels of security needs?

- A. Strong encryption
- B. Ciphers
- C. Encryption
- D. Cryptographic keys

Answer: A

QUESTION 165:

Samuel is a customer service manager who has recently heard much discussion about company's-browsing. Which of the following choices best explains company's-browsing?

- A. Browsing that allows a customer assistance center to control the customer's browser
- B. Browsing that allows a customer to browse with friends and family
- C. Browsing that is company supervised
- D. Browsing initiated by a company's marketed program, intended to guide users along

certain paths on the company's site.

Answer: A

QUESTION 166:

Which of the following best describes a shopping cart module?

- A. Software that acts as the ordering process components for an online store's catalog
- B. A web server that supports major security protocols, and protects messages from third-party tampering
- C. An online module that tracks the number of hits an e-commerce site receives
- D. A web server that provides a mechanism for online stores to offer online promotions

Answer: A

QUESTION 167:

Which of the following best describes Secure Electronic Transactions?

- A. An Internet standard that projects merchants by verifying identities of customers, and protects customers by shielding their card numbers from merchants.
- B. A protocol that uses encryption in which one key is used to encrypt and decrypt the messages sent over a secure line.
- C. An Internet standard designated to increase the fulfillment process.
- D. The interorganizational exchange of documents in standardized electronic form directly between participating computers.

Answer: A

QUESTION 168:

Samantha has decided to construct an e-commerce site. Which of the following would be least important in her decision when designing the site?

- A. Shipping and handling
- B. Tax rates
- C. Online catalog
- D. Payment gateways

Answer: B

QUESTION 169:

One viable alternative to credit card processing for electronic commerce is digital cash, such as that offered by DigiCash and CyberCash. Which of the following is a

major advantage of using digital cash instead of credit card transactions?

- A. Digital cash allows the option of using printed media
- B. A wallet is required for digital cash transactions
- C. Digital cash transactions are completed immediately
- D. Digital cash transactions involve slightly higher fees

Answer: C

QUESTION 170:

Which of the following terms describes the process by which the recipient of a digital message can be confident of the sender's identity?

- A. Encryption
- B. Decryption
- C. Proportional encryption
- D. Authentication

Answer: D

QUESTION 171:

All of the following are methods for collecting payments online, except:

- A. Mail-in cash
- B. Credit card processing
- C. Digital cash
- D. Online check processing

Answer: A

QUESTION 172:

Chuck is the project manager who will implement an e-commerce site. His company's worker suggests that they use Secure Sockets Layer as a security mechanism, but Chuck decides to use Secure Electronic Transactions instead. Why do you think Chuck made this choice?

- A. SSL takes more time to execute than SET, slowing site performance
- B. SET is more widely used than SSL, and therefore more trusted
- C. SSL is less secure than SET because it allows the merchant to see the consumer's credit card information.
- D. SET is less complex than SSL, and easier to implement

Answer: C

QUESTION 173:

Which of the following is an example of a business-to-business e-commerce transaction?

- A. A purchase place from one company to another using a face-to face cash transaction
- B. A purchase placed from one company to another using a secure e-mail method
- C. A purchase place on the World Wide Web from a consumer to buy a company's product products.
- D. A purchase placed from one company to another using a fact-to-face credit transaction

Answer: B

QUESTION 174:

Ronaldo has created a web site that lists all the products his company sells, along with prices and pictures of all items. What has Ronaldo created?

- A. An online shopping cart module
- B. A secure transaction processor
- C. An online product catalog
- D. An online customer service module

Answer: C

QUESTION 175:

Shane makes changes to his e-commerce storefront without a live connection to the Internet. Which type of storefront is Shane using?

- A. An offline storefront
- B. An online storefront
- C. An administration storefront
- D. An upload storefront

Answer: A

QUESTION 176:

Rolo wants to design as effective order-transaction system. He must decide which components are least important to the ordering process. Which of the following services should Rolo omit?

- A. Making the order system consistent
- B. Providing the customer with feedback

- C. Accepting many forms of payment
- D. Including a bailout mechanism

Answer: B

QUESTION 177:

Which of the following is an symmetric-key encryption?

- A. Speed
- B. Secure channel not required
- C. Message integrity
- D. Private key never exchanged

Answer: D

QUESTION 178:

You are the site administrator for a large e-commerce site. Users are complaining that it takes longer and longer to access your site. Which action should you take?

- A. Use a web server log file analysis tool
- B. Direct users to obtain a faster internet connection
- C. Direct users to contact their local ISPs
- D. Direct users to clear their browser caches

Answer: A

QUESTION 179:

Which is the most important attribute to include in an e-commerce site that offers multiple products?

- A. Price analysis
- B. Effective pricing
- C. Marketing
- D. Product catalog

Answer: D

QUESTION 180:

Gaston is developing an e-commerce site. He has already installed and configured all of his e-commerce software and applications. What is the next step that he should perform?

- A. Reload the software
- B. Turn off system power
- C. Perform a test purchase
- D. Verify the programming

Answer: C

QUESTION 181:

Selena is interested in implementing a security mechanism for her e-commerce site. Internet authentication is best implemented by a process called;

- A. Internet authenticating
- B. Logging on
- C. Digital signatures
- D. Signing in

Answer: C

QUESTION 182:

Sven is the project manager who will launch an e-commerce site for his business. Which of the following is an advantage of using an in-house solution for his e-commerce site?

- A. Application programmers are not required
- B. The solution is easy to implement
- C. Sven will have complete control of hardware and software infrastructure.
- D. The solution is not as costly as other solutions

Answer: C

QUESTION 183:

All of the following are types of certificates that are currently used, except:

- A. Certificate authority certificate
- B. Server certificate
- C. Personal certificate
- D. System certificate

Answer: D

QUESTION 184:

Keisha wants to use e-mail as a marketing tool. She suggests sending e-mail

announcements to everyone on a mailing list, but her e-commerce administrator discourages this idea. Which method should Keisha use to send her e-mail announcements?

- A. Targeted e-mail
- B. Interoffice e-mail
- C. Spam e-mail
- D. Opt-in e-mail

Answer: D

QUESTION 185:

A new e-commerce merchant that offers a U.S.-approved over-the-counter medication has discovered that many orders coming from a particular country. What is the most likely reason for the high volume of orders, and what should the merchant do?

- A. The merchant has a great product, and should increase marketing efforts in that country
- B. The merchant must be the only one selling the product online, and is gaining the market share
- C. The product may be illegal in that country, and the merchant should investigate customs laws
- D. The product may be illegal in that country, but extradition laws do not exist so the merchant should continue to market.

Answer: C

QUESTION 186:

Frederica is designing an online store for her company. She must whether to build an online catalog, or buy a program that will provide a catalog for a free. Which of the following is a benefit of building a custom online catalog?

- A. The catalog can integrate with the current order management system
- B. The e-commerce site can be implemented quickly
- C. The online catalog will be previously tested and proven
- D. The online catalog will integrate easily with other management systems.

Answer: A

QUESTION 187:

Secure Sockets Layer is one of the most popular security standards used on the World Wide Web. In the SSL model, which of the following is true?

- A. The server always authenticates the client
- B. Only 32-bit encryption is used
- C. The client always authenticates the server
- D. SSL is somewhat cumbersome for the client, but very secure.

Answer: C

QUESTION 188:

Alex wants to promote his company online. Which is the prevalent form of promotion on the Web?

- A. Search engine placement
- B. Referrer sites
- C. Targeted e-mail
- D. Banner ads

Answer: A

QUESTION 189:

Barbara has just purchased a product online. Which of the following processes refers to the digital signature's verification that her purchase was, in fact, made as indicated?

- A. Non-repudiation
- B. Verification
- C. Sales receipt
- D. Sales signature

Answer: A

QUESTION 190:

The use of site development products, support software, development applications, content development tasks, administrative roles, and development are preclusive phases to the process of:

- A. Large-scale commerce
- B. Electronic commerce
- C. Cash processing
- D. Monetary processing

Answer: B

QUESTION 191:

Leonardo is the technology adviser for a large company. He notices that many of the orders that originate from the company are placed via e-mail. Which type of encryption technology should Leonardo recommend to make the orders more secure?

- A. Secure/Multipurpose Internet Mail Extensions service
- B. Secure Electronic Transactions service
- C. Electronic data Interchange service
- D. A new e-mail system

Answer: A

QUESTION 192:

Jesse is in the final stages of setting up his company's e-commerce solution. As a convenience to his customers' and clients' ability to quickly find information on the Web site, which of the following should Jesse include on his site?

- A. Information locator
- B. Image map
- C. Search engine
- D. E-commerce guide

Answer: C

QUESTION 193:

Customer inquiries, staff members, incidents and solutions are all methods of populating:

- A. Online surveys
- B. A knowledge database
- C. The SQL server
- D. Third-party software

Answer: B

QUESTION 194:

What are the four main encryption models available on the Internet?

- A. Asymmetric, symmetric, one-way and hybrid.
- B. Public-key, one-way, hybrid and Diffie-Helman
- C. Private-key, one-way, hybrid and symmetric

D. Asymmetric, symmetric, one-way and Diffie-Helman

Answer: A

QUESTION 195:

Mathias wants to implement security on his web site. he wants a security solution that is simple to implement, and does not require each customer to have an individual key. Which type of security solution should Mathias implement?

- A. Symmetric-key encryption
- B. Secure hash algorithm
- C. Public-key encryption
- D. Asymmetric-key encryption

Answer: A

QUESTION 196:

Sandra is evaluating the type of Internet connections she could use to host her e-commerce site. Which of the following should she dismiss as an option?

- A. T1, because it is too expensive
- B. DSL, because it is unproven
- C. High-speed dial-up, because it is not reliable
- D. ISDN, because it was not designed to transmit data to the Web.

Answer: C

QUESTION 197:

A new business has adopted an e-commerce model. As its e-commerce implementation begins to evolve and refine, which one of the following would indicate a poor implementation?

- A. A greater ability to track and profile customers
- B. No reduction in transaction costs
- C. A reduction in the amount of manual process
- D. A reduction in transaction time

Answer: B

QUESTION 198:

The mechanism that allows the processing of a credit card transaction to be validated and funds to be transferred is called the:

- A. Credit card handler
- B. Financial segment
- C. Payment gateway
- D. Secured payment

Answer: C

QUESTION 199:

Which software is essential to establishing a Web storefront?

- A. Windows NT server
- B. Anti-virus software
- C. Desktop publishing software
- D. A database

Answer: D

QUESTION 200:

Acme Widgets wants to implement security for transactions across the company intranet. The solution they have chosen to implement is public/private key encryption. Which of the following security schemes should the company deploy?

- A. Server-side encryption
- B. Symmetric encryption
- C. Asymmetric encryption
- D. Trapdoor encryption

Answer: C

QUESTION 201:

Products such as written materials, inventions and other items that are protected by copyright, trademark, or patent law are called:

- A. Personal property
- B. Secured documents
- C. Intellectual property
- D. Inherited property

Answer: C

QUESTION 202:

Which of the following choices best defines e-commerce?

- A. The exchange of goods and services for money
- B. Transactions that take place between two businesses or two consumers
- C. Commerce conducted via any electronic medium
- D. The exchange of goods and services for credit

Answer: C

QUESTION 203:

Which of the following gives Internet service provider limited liability with regard to copyright infringement?

- A. The Lanham Act
- B. The Digital Millennium Copyright Act
- C. The Berne Treaty
- D. The Internet Infrastructure Task Force

Answer: B

QUESTION 204:

Charlene places an order on a web site to buy a book for her son. This transaction can be classified as which of the following?

- A. Business-to-business e-commerce
- B. Business-to-customer e-commerce
- C. Consumer-to-business e-commerce
- D. Electronic data interchange

Answer: B

QUESTION 205:

Which of the following is the most difficult payment model to implement using electronic commerce?

- A. The cash model
- B. The check model
- C. The credit model
- D. The electronic funds transfer

Answer: A

QUESTION 206:

Arturio is explaining to his manager how a secure electronic transactions order-processing system runs. Hw discusses the steps from the time that the order is placed until it reaches the merchant. What is the next step that Arturio must explain?

- A. The merchant generates an authorization request and sends it to the bank, encrypted with the merchant's public key.
- B. The merchant generates an authorization request and sends it to the customer, encrypted with the merchant's public key.
- C. The merchant generates an authorization request and sends it to the bank, encrypted with the bank's public key.
- D. The merchant generates an authorization request and sends it to the bank, encrypted with the customer's public key.

Answer: A

QUESTION 207:

Analisa has noticed that although her company takes many orders online, very few customers rerun to place additional orders. She investigates, and learns that customer order delivery is taking a very long time. What should Analisa implement in her online store to solve this problem?

- A. An improved shopping cart module
- B. An improved secure transaction processing module
- C. An improved product catalog module
- D. An improved fulfilment tracking module

Answer: D

QUESTION 208:

Meli-li is developing an e-commerce site. What should her primary object be?

- A. Contact all potential clients via mail
- B. Assure client privacy and safety
- C. Protect the site from local media
- D. Proactively inform client of all privacy myths involving the Internet to decrease their reluctance to use the site.

Answer: B

QUESTION 209:

Online marketers include banner ads, pop-up messages, exchange networks, and referrer programs to facilitate which of the following?

- A. E-commerce
- B. Product/service awareness
- C. Online transactions
- D. Instant messaging

Answer: B

QUESTION 210:

Oscar is giving a presentation about certificate authorities. Which of the following statements about CAs can Oscar accurately make?

- A. A CA can offer the ability for a web server to support more customer transactions
- B. A CA can offer a company the necessary community to develop customer loyalty
- C. A CA will offer effective customer relations and support
- D. A CA can offer identification and trust to a customer

Answer: D

QUESTION 211:

Helga is an e-commerce developer who is giving advice to a colleague. She tells the colleague that all of the following are essential to implement online transactions, except:

- A. Performing routine systems maintenance
- B. Preparing the server and e-commerce site
- C. Setting up an online merchant account
- D. Installing payment software

Answer: A

QUESTION 212:

Which of the following best describes Open Buying on the Internet?

- A. An internet standard that protects merchants by verifying identities of customers, and protects customers by shielding their credit card numbers from merchants
- B. A protocol that uses encryption in which one key is used to encrypt and decrypt the messages sent over a secure line
- C. An Internet standard designed for high-volume, low-dollar transactions
- D. The interorganizational exchange of documents in standardized electronic form directly between participating computers.

Answer: C

OBI (open buying on the internet) is designed for high volume and low cost. It sponsored by American Express. OBI uses EDI.

QUESTION 213:

Domain Alpha trusts domain Beta. Domain Beta trusts domain Omega. Therefore, it follows that:

- A. Domain Alpha trusts domain Omega
- B. Domain Omega trusts domain Alpha
- C. Domain Beta trusts domain Alpha
- D. Domain Omega trusts all other domains in the system

Answer: A

QUESTION 214:

A company has recently formed a strategic partnership with another company to conduct electronic business. Which of the following technologies is used to connect networks?

- A. Secure electronic transactions
- B. Secure sockets layer
- C. Virtual private network
- D. Online trading protocol

Answer: C

QUESTION 215:

Which of the following is an advantage of electronic commerce?

- A. Non-repudiation is automatic
- B. Physical goods are delivered immediately
- C. Entry into new markets is easier
- D. Taxes and customs duty do not apply

Answer: C

QUESTION 216:

Which of the following is not a component of a Web-based secure transaction?

- A. A web browser that supports secure Sockets Layer

- B. A web server that supports SSL
- C. An internet connection that supports SSL
- D. An Internet connection to the issuing certificate authority

Answer: D

QUESTION 217:

Which of the following is not considered a component of e-commerce integration?

- A. Communications
- B. Data management
- C. Marketing
- D. Security

Answer: C

QUESTION 218:

Sebastian is describing different types of e-commerce technologies to his boss. He proposes definition; a secure network between two sites using Internet technology as the transport. Which of the following did Sebastian define?

- A. Internet gateway
- B. Virtual private network
- C. Secured connection
- D. Internet "piggyback" connection

Answer: B

QUESTION 219:

One of the major problems that e-commerce sites face is integrating new transactional software with the legacy systems that manage inventory for the company. Which of the following is an example of a problem that results from this lack of integration?

- A. A lack of personal contact between the seller and buyer in e-commerce transactions
- B. Frequent outages because of hacker attacks on those e-commerce systems that are less secure than their legacy counterparts
- C. Customer satisfactions issues because current inventory information may not be available
- D. Slow processing time common to online transactional systems

Answer: C

QUESTION 220:

Which of the following statements regarding encryption is true?

- A. Keys with fewer bits offer stronger encryption than those with more bits
- B. Keys with more bits offer stronger encryption than those with fewer bits
- C. Keys with bits can never be broken under any circumstances.
- D. Chosen keys do not need to be proportional to the protected data

Answer: B

QUESTION 221:

Which type of e-commerce would be the best option for a small business owner?

- A. Offline storefront
- B. In-house solution
- C. Online storefront
- D. E-commerce is not yet an appropriate option for small businesses.

Answer: C

QUESTION 222:

As an e-commerce site developer, Kellie is presenting the advantages of e-commerce to her manager. Which of the following is considered an advantage of e-commerce?

- A. E-commerce increases direct contact with the customer
- B. E-commerce streamlines the customer-to-merchant relationship
- C. E-commerce always improves business processes
- D. E-commerce revenue is more valuable.

Answer: B

QUESTION 223:

An e-commerce site that directs the user in a specific pattern or path utilizes which of the following techniques?

- A. Random click pattern
- B. Controlled click pattern
- C. Co-browsing click pattern
- D. User-defined click pattern

Answer: B

QUESTION 224:

Kaiser must choose which type of e-commerce implementation to use for his business. After evaluating the possible solutions, he concludes that he needs the option to administer his site from almost anywhere. Which of the following would be the best choice?

- A. An offline storefront
- B. An offline instant storefront
- C. An online storefront
- D. An online in-house storefront

Answer: C

QUESTION 225:

Jack deploys a cryptographic system that uses two keys on his site. With this system, he can safely make a public key known to everyone.

- A. False for any kind of transaction
- B. False for credit card transaction
- C. False
- D. True

Answer: D

QUESTION 226:

Which of the following allows a server side script to store and retrieve information on the client side of a HTTP connection?

- A. Variables declared in the server side script
- B. Relational database tables
- C. Cookies
- D. Variables declared in a client side script

Answer: C

QUESTION 227:

How many models for payment in e-Commerce are currently in use?

- A. 5
- B. 4
- C. 6
- D. 2

E. 3

Answer: E

QUESTION 228:

Physical presence is not a pre-requisite for jurisdiction. Internet presence alone can be sufficient to grant jurisdiction to a non-resident.

- A. False
- B. True

Answer: B

QUESTION 229:

What four main focus areas are part of an online marketing strategy? (Choose four)

- A. Product
- B. Targeted marketing programs
- C. Marketability
- D. Search engine placement methods
- E. Online promotion campaigns
- F. Web site design

Answer: B, D, E, F

QUESTION 230:

Jack wants to setup a book store on the Web. Customers can visit the store on the Internet and purchase books. Which of the following options will be addressed by the book store?

- A. Instant availability of goods
- B. Cluttered Communication
- C. Difficult entry into markets
- D. Increased transaction costs

Answer: C

Online stores can and do easy entry into new markets.

QUESTION 231:

IIS has many features and IIS 4.0 was designed to communicate securely. It allows you to use certificates and also allows you to use encryption for SSL services. Up to what level of encryption does IIS support?

- A. 40 bit
- B. 443 bit
- C. 64 bit
- D. 128 bit

Answer: D

QUESTION 232:

Under common law and what US act, is a trademark defined as "any word, name, symbol or device or any combination thereof adopted and used by a manufacturer or merchant to identify his goods and distinguish them from those manufactured or sold by others."?

- A. Digital Millennium Copyright
- B. Lanham
- C. Diamond
- D. Kaplan
- E. On-line Liability Limitation
- F. Geneva convention

Answer: B

QUESTION 233:

The success of an e-Commerce site requires a standard method of transferring information between companies and computers. What would this exchange of document be called?

- A. EDI
- B. B2C
- C. SET
- D. VPN

Answer: A

QUESTION 234:

Which of the following is not a valid encryption model?

- A. One-way
- B. Hybrid
- C. Asymmetric
- D. Symmetric

Answer: B

There are three types of encryption symmetric, asymmetric, one way (chapter 15 types of encryption)

QUESTION 235:

When Jack implements security for his online toy selling site, he deploys Digital signatures. This will ensure that:

- A. The customer sending the message really has the right password
- B. The customer sending the message really has received authorization
- C. The customer sending the message really is who he/she claims to be
- D. The customer sending the message really is using secure channel

Answer: C

QUESTION 236:

DES, Triple DES and RC5 are algorithms that have what in common?

- A. Symmetric encryption
- B. Asymmetric encryption
- C. Uses one 56-bit key
- D. Uses two 56-bit keys

Answer: A

QUESTION 237:

A trademark is a document issued by a government conferring some special right or privilege and the most important international treaty applicable to trademarks in the International Convention for the Protection of Industrial Property.

- A. True
- B. False

Answer: B

QUESTION 238:

Which of the following Web technologies allows a Web page to access the data stored in a database?

- A. HTML
- B. Dynamic HTML
- C. Client-side scripting such as ECMAScript and VBScript
- D. Server-side scripting such as ASP

Answer: D

QUESTION 239:

What is used by XML to distinguish document structures?

- A. Tags
- B. Attributes
- C. Fields
- D. Records

Answer: A

QUESTION 240:

Generally, software patents do not cover the entire program.

- A. True
- B. False

Answer: A

QUESTION 241:

What type of encryption uses a shared encryption key?

- A. Symmetric encryption
- B. Asymmetric encryption
- C. One-way encryption
- D. Hashing

Answer: A

QUESTION 242:

Ralph deploys a cryptographic system that uses two keys on his online shoes retail store. With this system, he can safely create a private key for every customer.

- A. False for credit card transaction
- B. False for any kind of transaction
- C. True
- D. False

Answer: D

QUESTION 243:

SSL is a two part process- first, information is encrypted to prevent unauthorized disclosures and second, SSL provides message integrity to prevent alterations to the message.

- A. True
- B. False

Answer: B

QUESTION 244:

Can you copyright an idea or fact?

- A. No
- B. Yes

Answer: A

QUESTION 245:

Jack wants to sell books on the Web. Which of the following will not be addressed by opening a shop on the Web?

- A. Non availability of goods
- B. Reduced paperwork
- C. Easy entry into markets
- D. Reduction in transaction costs

Answer: A

QUESTION 246:

What company or organization developed SSL?

- A. Netscape
- B. ISOC
- C. Microsoft
- D. WIPO

Answer: A

QUESTION 247:

Certkiller is an IT company that creates learning material for its clients and XYZ is a

training institute that sells the learning material by Certkiller . Which type of business is possible between the two?

- A. C2B
- B. B2C
- C. B2B
- D. C2C

Answer: C

QUESTION 248:

With a secure facility, a message would be like a letter in a sealed and registered envelope; only the intended recipient could receive the letter and read its contents. What is this statement describing?

- A. S/MIME protocol
- B. S/MILE protocol
- C. Encrypted digest message
- D. E-mail secured by a password

Answer: A

QUESTION 249:

A cipher is a mathematical function in order to encrypt messages. What is a message called after it is decrypted?

- A. E-mail message
- B. HTML text
- C. Plaintext
- D. ASCII text

Answer: C

QUESTION 250:

How is data about an e-Commerce Web site stored?

- A. In a relational database containing a single table containing rows and columns
- B. In an HTML document
- C. In a relational database containing multiple tables, which are related through the use of key fields
- D. In an Excel worksheet

Answer: C

QUESTION 251:

OTP defines trading protocol options, which control how the trade occurs. OTP uses HTML and can be used for either business to business or business to consumer.

- A. True
- B. False

Answer: B

QUESTION 252:

The Lanham Act made a direct contribution in electronic publishing. Because of this Act, domain names now fall under which law?

- A. Privacy and Confidentiality
- B. Trademarks
- C. Copyrights
- D. Patents

Answer: B

QUESTION 253:

Which of the following security techniques is used to verify the identity of the sender?

- A. Asymmetric encryption
- B. Symmetric encryption
- C. Digital certificate
- D. Message digest

Answer: C

QUESTION 254:

You want to send a confidential e-mail to your MD. What is the best method of encoding the e-mail?

- A. Digital certificate
- B. Message digest
- C. Encryption
- D. Hashing

Answer: C

QUESTION 255:

Marketers can track almost anything you buy and privacy is rapidly disappearing on the Internet. What will give you 100% privacy on the Internet?

- A. Not possible
- B. Digital Signatures
- C. SSL
- D. SET

Answer: A

QUESTION 256:

Which of the following can be used as a technique of showing customer information based on his/her past purchases or other information?

- A. Personal pages
- B. E-mail newsletters
- C. Personalization
- D. Customer reviews

Answer: C

QUESTION 257:

What Microsoft server product allows XML communication with your trading partner?

- A. Biztalk Server
- B. SQL Server
- C. Site Server
- D. IIS
- E. Internet Security and Acceleration Server 2000

Answer: A

QUESTION 258:

Pleading ignorance of copyright infringement is:

- A. The best strategy when it comes to getting caught
- B. Irrelevant
- C. A good defense
- D. Is acceptable under the 1976 Copyright Act.

Answer: B

QUESTION 259:

X12 is a standard of

- A. EBPP
- B. DCI
- C. OBI
- D. EFT

Answer: C

X12 is the request part of OBI (chapter7).

QUESTION 260:

The author of a message that was posted to a newsgroup is entitled to a copyright protection. Although reposting the message is common, it will generally constitute a copyright violation. Is this true?

- A. Yes
- B. No

Answer: A

QUESTION 261:

Online businesses face challenges to traditional models of inventory control. What is the single biggest factor behind this challenge?

- A. Bandwidth
- B. Demand
- C. Updating Web pages
- D. Cost

Answer: B

QUESTION 262:

Vladimir has sent a message over the network to Boris. He wants to confirm that the message transmitted over the network was not modified by anyone. Which of the following security techniques should he use to confirm that nobody has modified the message?

- A. Symmetric encryption

- B. Message digest
- C. Asymmetric encryption
- D. Digital certificate

Answer: B

QUESTION 263:

PGP is known as an encryption that is:

- A. Based on either public key or a private key but not both
- B. Based on both a public and a private key
- C. Based on a private key
- D. Based on a public key

Answer: B

QUESTION 264:

Which of the following would make an item easier to sell online?

- A. Requires a lot of pre-purchase information gathering
- B. Complexity
- C. Best suited for physical contact
- D. Very expensive

Answer: A

QUESTION 265:

Before creating a foundation for your e-commerce site in Site Server Commerce Edition, you need to create a database to hold what information?

- A. Customer names and addresses
- B. Credit card numbers
- C. Bank account information
- D. Product catalog information

Answer: D

QUESTION 266:

Diffie-Hellman encryption deploys _____

- A. Only a public key
- B. Only a private key

- C. Either a public key or a private key
- D. Both a public key and a private key

Answer: D

QUESTION 267:

Jack has to send the monthly report to his manager, through e-mail. He wants to encode the message so that only his manager can read the message. Which of the following options should he choose?

- A. Encryption
- B. Digital certificate
- C. Personal certificate
- D. Message digest

Answer: A

QUESTION 268:

Which of the following is an advantage of using a portal or community storefront?

- A. It is an inexpensive way for a small company to get started.
- B. Search results will place you together with your competitors.
- C. You get your own fully qualified domain name.
- D. You have more control over your storefront

Answer: A

QUESTION 269:

Automated callback, click-to-dial, and co-browsing are all part of which of the following aspects of e-commerce?

- A. Security
- B. Community
- C. Service and support
- D. Ordering

Answer: C

QUESTION 270:

What best describes the meaning of Psychographics?

- A. The impact of a Web site on target market groups

- B. Psychedelic graphic design
- C. The study of groups based on common characteristics
- D. A combination of data, demographics and other survey tools that determine the Psychological impact of graphics.

Answer: A

QUESTION 271:

Which of the following need not be considered before making an investment in establishing an e-Commerce Web site?

- A. Consider the risks involved in establishing the new Web business
- B. Determine the number of hits
- C. Determine the advertising requirements
- D. Ensure that there is demand for the goods to be offered through the e- Commerce Web site.

Answer: B

QUESTION 272:

Which are the two main protocols on the Internet for business-to-business transactions? (Choose two)

- A. OBP
- B. EDI
- C. OBI
- D. OTP
- E. OTI

Answer: C, D

QUESTION 273:

How should you measure the performance of a server?

- A. Use the InetLoad tool.
- B. Measure the throughput rate at which the server can process HTTP requests
- C. Reduce the size of the paging file
- D. Check the size of the paging file

Answer: B

QUESTION 274:

Which multinational treaty governs the management of intellectual property? (Choose two)

- A. The French Convention
- B. Warsaw Pact
- C. The Berner Treaty
- D. The Paris Convention

Answer: C, D

QUESTION 275:

Under DMCA, it is illegal for anyone to sell code-cracking devices on an e- Commerce site.

- A. True
- B. True only for Government Agency
- C. True only for the US
- D. False

Answer: A

QUESTION 276:

The Digital Millennium Copyright Act:

- A. Protects end user from liability of credit card fraud.
- B. Protects end user from liability of debt
- C. Protects end user from liability of copyrighting software over the net for resale
- D. Protects ISP from liability

Answer: D

QUESTION 277:

Under DMCA, it is a crime to:

- A. Circumvent anti-piracy measure built into open source software
- B. Circumvent anti-piracy measure built into free software
- C. Circumvent anti-piracy measure built into public domain software
- D. Circumvent anti-piracy measure built into commercial software

Answer: D

QUESTION 278:

If you know the figure of how many hits per page, you can tell

- A. Which pages are most useful to the webmaster
- B. Which pages are most useful to your audience
- C. Which pages are most useful to the server
- D. Which pages are most useful to the administrator

Answer: B

QUESTION 279:

What term is used to ensure that information from the customer arrives without modification to the merchant?

- A. Information confidentiality
- B. Authentication and identification
- C. Data gateway
- D. Payment information integrity

Answer: D

QUESTION 280:

What is a search engine crawler?

- A. A program that automatically searches the Web for new sites and indexes all of its pages.
- B. A database that stores the URLs stored into a hierarchical category structure.
- C. A program that searches the Web for pages containing the keyword specified by the user.
- D. The code that sends information to the third-party server for recording traffic data.

Answer: A

QUESTION 281:

Which of the following are entities within an ACH network

- A. Originating Depository Financial Institution
- B. Originator
- C. Receiving Depository Financial Institution
- D. Receiver

Answer: A, B, C, D

QUESTION 282:

Which of the following uses EDI?

- A. SET
- B. OBI
- C. XML
- D. SSL

Answer: B

QUESTION 283:

You plan to setup an e-Commerce web site, but want to make sure that it is operational at the earliest and you will be able to administer this web site from any location. What should you do?

- A. Setup a merchant account first
- B. Investigate if this is legal
- C. Use an online store front
- D. Purchase an off the shelf offline store front

Answer: C

QUESTION 284:

Which of the following is used as a measure of site traffic?

- A. Number of visitors
- B. Hit count
- C. Clickthrough
- D. Click rate

Answer: A

QUESTION 285:

Which of the following options cannot be used to prevent hackers from accessing the important financial information or transactions on your site?

- A. Use the InetLoad software
- B. Use a recognized ISP with an established security record and platform
- C. Utilize a secure Web server with Secure Sockets Layer (SSL) for credit card transactions
- D. Employ reliable firewall technology for in-house servers and networks

Answer: A

QUESTION 286:

A Certificate Authority (CA) can offer which of the following in the world of e-Commerce. (Choose two)

- A. Belief
- B. Identification
- C. Collection
- D. Trust

Answer: B, D

QUESTION 287:

When monitoring performance, how is responsiveness measured?

- A. How long it takes for a customer service representative to answer a phone call.
- B. How long it takes for an order to ship.
- C. How long it takes customers to get results in their Web browsers.
- D. How fast the connection speed is.

Answer: C

QUESTION 288:

Which of the following state the characteristics of asymmetric encryption?

- A. Previously known parties can only conduct a transaction.
- B. A secure channel should exist between the two parties to transfer the shared key.
- C. The parties communicating with each other must share the key before exchanging any information.
- D. Previously unknown parties can conduct a transaction

Answer: D

QUESTION 289:

When Jack implements security for his toy selling site, he deploys Digital signatures. This will work only if:

- A. An internal CA is available
- B. The digital signatures are made unforgeable through encryption techniques
- C. The digital signatures are made available all the time

D. The digital signatures are published in CA

Answer: B

QUESTION 290:

The Digital Millennium Copyright Act (DMCA) was created to allow the US copyright laws to conform to World Intellectual Property Organization treaties for international copyright standards. What are the four parts to this act? (Choose four)

- A. Webcasting
- B. Anti-circumvention provision
- C. Marketing and databases
- D. Copyright management information
- E. Service provider liability
- F. Privacy and confidentiality

Answer: A, B, D, E

QUESTION 291:

For you to provide secure online payment, you must implement services from:

- A. ACH
- B. GCE
- C. ATC
- D. ATEC
- E. CTEC

Answer: A

QUESTION 292:

To allow your e-Commerce site to prepare customized offering pages for your customers, you should use cookies to recognize and transmit credit card number.

- A. This is not true.
- B. This is true for Netscape clients
- C. This is true for Microsoft clients
- D. This is true when XML is used with cookies

Answer: A

QUESTION 293:

What will happen if you delete the anonymous account from a Windows NT server that is

installed with IIS?

- A. Web users will still be able to access the site.
- B. Web users will not be able to access the site without proper authentication.
- C. The administrator will still be able to monitor the performance of the Web server.
- D. The administrator will be able to monitor significant events link crashing of the Web server.

Answer: B

QUESTION 294:

SET enables your Unix e-Commerce site to verify that the buyers are who they actually claim to be. This is done by the use of:

- A. Microsoft passport
- B. Driving license
- C. Credit cards
- D. Digital signatures

Answer: D

QUESTION 295:

Jay sets up his ecommerce site to run with Commerce Server 2000. How should he pack his entire site into a file for back up?

- A. Use Site Packager
- B. Use Backup Wizard 2000
- C. Use ntbackup
- D. Back up the system state data of the Windows 2000 server hosting the

Answer: A

QUESTION 296:

Name the two models of e-Commerce.

- A. Consumer-to-business
- B. Customer-to-business
- C. Business-to-buyer
- D. Business-to-consumer
- E. Business-to-business

Answer: D, E

QUESTION 297:

You are setting up an e-Commerce site and plan to sell drugs. To allow this site to be operation at the earliest, a consultant should:

- A. Investigate if this is legal
- B. Purchase an off the shelf store front
- C. Setup a merchant account first
- D. None of the above

Answer: A

QUESTION 298:

Which of the following state is not true about virtual servers?

- A. They allow you to host multiple Web sites on a computer
- B. They reduce the overall site performance
- C. They cannot be established for FTP services running on Internet Information Server
- D. They enable centralized administration

Answer: C

QUESTION 299:

Which of the following protocol is related primarily to knowledge management?

- A. KQML
- B. CORBA
- C. XML
- D. SGML

Answer: A

QUESTION 300:

Jack wants to use banners to advertise his Web site. Which of the following options should he check to decide the cost of his banner?

- A. CTR
- B. Impression
- C. Page hits
- D. CPM

Answer: D

QUESTION 301:

You want to setup an e-Commerce site for Webcasting. A consultant should let you know that he is responsible for:

- A. Paying licensing fees to record companies
- B. Hiring a lawyer for defense
- C. Paying licensing fees to ISPs
- D. Paying licensing fees to the federal government

Answer: A

QUESTION 302:

Under DCMA, it is illegal for a site to provide free downloads of shareware.

- A. False
- B. True
- C. True only for Government Agency
- D. True only for the US

Answer: A

QUESTION 303:

Security serves five purposes in e-commerce. What are they? (Choose all that apply)

- A. Data confidentiality
- B. Authentication and identification
- C. Trust
- D. Demand
- E. Access control
- F. Data integrity
- G. Non-repudiation

Answer: A, B, E, F, G

QUESTION 304:

Which statement about electronic commerce is false?

- A. Pulls together a gamut of business support services.
- B. Information is carried through a networked computer system.
- C. The entire transaction processing is automated.
- D. Participants act upon the information that accompanies a typical business transaction.
- E. Manual presence is limited.

Answer: D

QUESTION 305:

Which of the following are not essential to attract visitors to your e- Commerce site?

- A. The site should be backed by a big corporate bankroll.
- B. The site should be ranked high in search engines.
- C. The site should have number of links on other sites that can point to your Web site.
- D. The site should enable the customers to purchase online with secure credit card processing.

Answer: A

QUESTION 306:

Which of the following tasks is not required to implement online credit card transactions?

- A. Prepare the server and the e-Commerce site
- B. Install payment software
- C. Create an online merchant account
- D. Use the customization features of e-Commerce storefront packages

Answer: D

QUESTION 307:

Name the type of encryption that is resistant to collisions (Choose two)

- A. Symmetric encryption
- B. Asymmetric encryption
- C. One-way encryption
- D. Message digest with good hash function

Answer: C, D

QUESTION 308:

Inventory listed on the site may not be available when:

- A. Your staff is not technically effective
- B. Your staff is not technically efficient
- C. Your e-Commerce system is not working with your existing management system
- D. Your e-Commerce system is working with

Answer: C

QUESTION 309:

Which of the following is not a responsibility of a Webmaster?

- A. Monitoring the performance of the site
- B. Maintaining the security of the site
- C. Upgrading the software for site development
- D. Maintenance of the site and its content including updating the Web pages, maintaining the database and checking for broken links.

Answer: C

QUESTION 310:

You are the site administrator of a company and want to resolve the bottlenecks that occur due to long queues on a server. Which of the following cannot be used to resolve bottlenecks?

- A. Use the InetLoad tool
- B. Replicate the component causing the bottleneck accroc multiple servers
- C. Increase the capacity of queues in the system to tolerate more requests before turning away new ones
- D. Replace the component causing the bottleneck\

Answer: A

QUESTION 311:

John sets up an e-commerce site with this company name ABC. He uses this site to release his creation. This creation is a:

- A. Trade secret
- B. Intellectual property
- C. Trademark
- D. Proprietary information

Answer: B

QUESTION 312:

Digital cash is:

- A. Reusable

- B. Uses unique cash number
- C. Uses certificate
- D. Anonymous

Answer: D

QUESTION 313:

A search engine can be used to index and facilitate searches on: (Choose two)

- A. E-mails
- B. VPN sites
- C. www documents
- D. Usenet newsgroup articles

Answer: C, D

QUESTION 314:

You set an e-Commerce site. You want the product catalog to be integrated with the current systems available. What should you do?

- A. Consider not doing anything until a consultant is hired
- B. Build the store front
- C. Purchase an off the shelf store front
- D. Use something other than a store front

Answer: B

QUESTION 315:

What is used by XML to distinguish structures?

- A. Tags
- B. Attributes
- C. Fields
- D. Records

Answer: A

QUESTION 316:

By using the latest browser technology, you may:

- A. Provide easier navigation
- B. Provide better user support

- C. Negatively affect usability
- D. Positively enhance usability

Answer: C

QUESTION 317:

You are currently setting up an e-Commerce site. To allow your business to be operational at the earliest, you must:

- A. Build the store front
- B. Purchase an off the shelf store front
- C. Consider not to do anything until a consultant is hired
- D. None of the above

Answer: B

QUESTION 318:

What does EBPP stand for?

- A. Electronic bill of lading
- B. Electronic benefit provider
- C. Electronic bill parking and presentment
- D. Electronic bill and partnership
- E. Electronic bill payment and presentment
- F. Electronic payroll

Answer: E

QUESTION 319:

Jill is setting up her e-Commerce site and plans to use 128-bit encryption. To allow her site to be operations at the earliest, you as a consultant should:

- A. Set up a merchant account first
- B. Investigate if this is legal
- C. Build the store front
- D. Purchase an off the shelf store front

Answer: B

QUESTION 320:

The use of site development tools is preclusive of:

- A. E-Commerce
- B. EBTT
- C. EBPP
- D. EFT

Answer: A

QUESTION 321:

Under existing copyright laws, it is illegal for a site to provide free downloads of warez:

- A. False
- B. True
- C. True in the US
- D. True only for Government Agency

Answer: B

QUESTION 322:

Joanna visits a web site for purchasing a book. She visits several pages. However, she is unable to find any information pertaining to books. What is the most important problem with this web site?

- A. There is no search engine
- B. The hyperlinks are not properly organized
- C. The catalog was poorly designed
- D. The catalog data is not properly organized

Answer: D

QUESTION 323:

EFT is considered as:

- A. A model for processing enquiries online
- B. A model for bad debt collection online
- C. A model for processing checks online
- D. A model for processing credit card online

Answer: C

QUESTION 324:

Under existing legislation, it is legal for a site to provide free downloads of the complete source code of a Linux based application released under the open source license?

- A. False after 2001 May
- B. True
- C. True only for Government Agency
- D. True only after 2001 June

Answer: B

QUESTION 325:

Jennifer is setting up her e-Commerce site. At the phase, where the design is being turned into a functioning application, what should be her prime concern?

- A. Security
- B. Functionality
- C. Scalability
- D. Real world usage

Answer: D

QUESTION 326:

You are setting up your e-Commerce site. You plan to accept orders online. To allow your site be operational soon and that there is not way a customer can later on claim that the transaction is not originated from him/her, you need to work on what aspect?

- A. Password authentication
- B. Smart Card
- C. Smart Token
- D. Non-repudiation

Answer: D

QUESTION 327:

You want to attract traffic to your site. Which of the following does not increase the visibility of the site?

- A. Get your own domain name.
- B. Ensure that CGI or dynamically generated Web pages have a question mark.
- C. Publish your e-mail address on business cards, stationery, newsletters and at the bottom of your e-mail messages.
- D. Contact few sites to place your banner ads.

Answer: B

QUESTION 328:

What is the nationwide batch-oriented electronic funds transfer system, which provides for the interbank clearing of electronic systems?

- A. EDI network
- B. EBPP
- C. ACH network
- D. EBTT
- E. ACH authorized partner

Answer: C

QUESTION 329:

Your company wants to sell products to its customer base. The company wants to develop an e-Commerce site for its customers. What is the advantage in such a site?

- A. The company will be able to penetrate into the market easily
- B. The company has to be concerned about the security issues involved
- C. The company may not receive return on investment for a few years
- D. The company requires a considerable amount of capital and training for the staff

Answer: A

QUESTION 330:

You have installed the components of the Windows NT 4.0 Option Pack on a computer running Windows NT Workstation 4.0. What will happen?

- A. The IIS system will be functional but the remote administration feature will not be available.
- B. The IIS system will not be functional.
- C. The IIS system will be functional with all IIS functionality.
- D. The IIS system will be functional, but features like Index Server, Certificate Server and Web site hosting will not be available.

Answer: D

QUESTION 331:

What has been developed to address security issues with e-Commerce? (Choose two)

- A. Encryption frameworks
- B. Security clearance
- C. E-Wallets

D. Digital signatures

Answer: A, D

QUESTION 332:

Which of the following is a definition of a cookie?

- A. It transfers information between a server and a client to track user activities.
- B. It is a service provider that serves multiple Web sites.
- C. It is a Web site that offers multiple services.
- D. It is the first document a Web server refers to, when it receives a non-specific request.

Answer: A

QUESTION 333:

When a user's Web site has constituted copyright infringement, as ISP must immediately:

- A. Remove the content
- B. Report the copyright owner
- C. File a lawsuit
- D. Be liable

Answer: A

QUESTION 334:

What is the name of the e-Commerce model that you can conduct commerce from home on your PC between you and Amazon.com?

- A. Business to consumer
- B. Consumer to consumer
- C. Business to business
- D. Consumer to business

Answer: A

QUESTION 335:

Which of the following best describes the term visit?

- A. An instance in which a particular advertisement is downloaded to a user's computer.
- B. The act of a user clicking on a banner ad.
- C. A measurement of the number of clicks on a banner ad per number of impressions.
- D. Each series of requests made by a unique user during a session.

Answer: D

QUESTION 336:

You are the network administrator of your company. You want to ensure that users with any type of browser should be able to search for specific content in your web site. What component of Windows NT Option Pack 4.0 should you utilize?

- A. Microsoft Certificate Server
- B. Microsoft Management Console
- C. Microsoft Index Server
- D. Microsoft Internet Information Services

Answer: C

QUESTION 337:

You want to administer some changes to the SQL server. After you logged on, you find that you did not have network access. What could be the problem? (Choose two)

- A. You have a local user account
- B. You have used the wrong username and password
- C. You have a Domain user account
- D. You have a local system account

Answer: A, D

QUESTION 338:

Which of the following options can't be used to create multiple Web sites on the same server?

- A. Use the same IP address for multiple sites with a different TCP port for each server.
- B. Assign a different Windows NT account for each Web server.
- C. Bind multiple IP addresses to the same network interface card.
- D. Place multiple network interface cards on a single computer

Answer: B

QUESTION 339:

A payment gateway is required when you need to:

- A. Process credit card payment offline
- B. Process credit card payment online

- C. Process check payment online
- D. Process check payment offline

Answer: B

QUESTION 340:

You should use web server log analysis when:

- A. Your operating cost is rising
- B. Your revenue is dropping these days
- C. Negative comments about the site content are received
- D. Your e-Commerce site is loading pretty slow these days

Answer: D

QUESTION 341:

A Web page contains 5 static graphics and 2 Shockwave animations. What is the number of hits that will be logged when a user downloads this Web page?

- A. 5
- B. 7
- C. 7
- D. 1

Answer: C

QUESTION 342:

You plan to open a site that will teach people how to modify the Linux kernel source code. You plan to charge people money, as a 'service subscription' fee. This is considered as legal in regard to intellectual property.

- A. False internationally.
- B. True only for Government Agency.
- C. True only for Asian countries
- D. True

Answer: D

QUESTION 343:

Which of the following is not a myth with respect to e-Commerce sites?

- A. The encryption used on the Internet can be easily broken.

- B. Securing a site is impossible
- C. Hackers can copy credit card information transmitted across the Internet
- D. Digital certificates are an extremely important security component in e- Commerce

Answer: D

QUESTION 344:

Jack wants to send bulk mail regarding the new products that he has introduced on his web site. Which of the following option does he required.

- A. Chat software
- B. ISP
- C. Listservs
- D. Newsgroups

Answer: B

QUESTION 345:

You have been given the responsibility of evaluating a mid-level online storefront solution created by a company. Which of the following parameters is not essential while evaluating a storefront?

- A. Integration of the storefront with invoicing, inventory and shipping systems.
- B. Authorization of credit cards.
- C. Evaluation of the hardware, operating system, e-Commerce software and Web server software used to create the site.
- D. Accessibility of the storefront to the consumer

Answer: C

QUESTION 346:

Which of the following is not true about an online independent storefront solution?

- A. It is appropriate for every style and size of business.
- B. It provides credit-card authorization, encryption and database security
- C. It facilitates interaction between the customer and entrepreneur
- D. It enables easy implementation and client access

Answer: A

QUESTION 347:

IDEA (international data encryption algorithm) is a block cipher and uses what size

of key?

- A. 120-bit
- B. 128-bit
- C. 64-bit
- D. 156-bit

Answer: B

QUESTION 348:

Which of the following certificates do not use the X.509v3 standard?

- A. Server certificate
- B. Digital certificate
- C. Software publisher certificate
- D. Personal certificate

Answer: B

QUESTION 349:

A project has been taken up by three professionals, with the profit being shared in a 60-20-20 proportion. What would this partnership be called?

- A. Community
- B. In house solution
- C. E-Commerce solution
- D. Temporary partnership
- E. Virtual private enterprise

Answer: E

QUESTION 350:

Which protocol provides security and reliability of a message transmitted over a network.

- A. Open trading protocol
- B. Secure electronic transmission
- C. Open buying on Internet
- D. Secure Sockets Layer

Answer: D

QUESTION 351:

The IITF is

- A. Information Infrastructure Task Force
- B. The Information Infrastructure Task Force formed in 1996 by Rivest
- C. Internet Information Technical Force
- D. None of the above

Answer: A

QUESTION 352:

What does DMCA stand for?

- A. Digital Millennium Copyright Act
- B. Digital Management Computer Act
- C. Digital Management Computer Agent
- D. Digital Management Computing Aggregator

Answer: A

QUESTION 353:

Which protocol does a Web server support to receive or transfer requests?

- A. Open Buying Protocol
- B. Open Trading Protocol
- C. Hypertext Transfer Protocol
- D. FTP

Answer: C

QUESTION 354:

You use paybill.com to pay phone bills. Which type of e-Commerce site is www.paybill.com?

- A. C2B
- B. B2C
- C. B2B
- D. C2C

Answer: B

QUESTION 355:

A and B are communicating using an authentication by which the receiver of the other's

digital message confirms the sender's identity. What is the process of the receiver?

- A. Digital confirmation
- B. A message where there is one secret key and one public key that is involved
- C. Authentication proof
- D. Digital signature process

Answer: D

QUESTION 356:

You want to setup an e-Commerce site for webcasting. What technology are you required to use?

- A. pull-pull
- B. pull-push
- C. pull
- D. push

Answer: D

QUESTION 357:

A search engine indexes WWW document via the use of:

- A. Directory server
- B. Spider
- C. Fetcher
- D. Index server

Answer: B

QUESTION 358:

You setup an e-Commerce site with your company Certkiller .com. The company name is a

- A. Copyrighted material
- B. Proprietary information
- C. Trademark
- D. Trade secret

Answer: C

The holder of a domain name may be entitled to protection of US patent and trademark office.

QUESTION 359:

Which of the following community building techniques allows users to post questions and send responses to the questions asked by other users?

- A. Chat areas
- B. Personal pages
- C. Customer reviews
- D. Message boards

Answer: D

QUESTION 360:

Paul has taken on a project where he will need additional help. He teams up with Patricia's Consulting Services and Darryl's E-commerce Development, Inc. in order to meet the needs of the project. The profits from the project will be split among the three of them (60-20-20 if Paul has his way). What would this partnership be called?

- A. Temporary partnership
- B. Community
- C. Virtual private enterprise
- D. Community
- E. In-house solution
- F. E-commerce solutions

Answer: C

QUESTION 361:

You have setup an e-Commerce web site and want to enable searching on your site. What should you use?

- A. Directory service
- B. Meta tags
- C. Index tree
- D. Search engine

Answer: D

QUESTION 362:

Which protocol is expected to become the de facto payment standard on the Internet?

- A. SET (Secure Electronic Transactions)

- B. STE (Secure Transaction Electronic)
- C. SEPP (Secure Electronic Payment Protocol)
- D. STT (Secure Transaction Technology)

Answer: A

QUESTION 363:

How are the Interstitial advertisement displayed?

- A. Via e-mails
- B. Via a status message line
- C. In a separate browser window
- D. On the same browser window

Answer: C

QUESTION 364:

George is working as a sales executive in Website Inc. He has to send the assessment report of the company workers to the chairman. He wants to ensure that only the chairman should be able to read the message. He decides to use asymmetric encryption to encode the message. Which of the following options states the characteristics of asymmetric encryption?

- A. A secure channel should exist between the two parties to transfer the shared key.
- B. The parties communicating with each other must share the key before exchanging any information.
- C. Previously unknown parties can conduct a transaction.
- D. Previously known parties can only conduct a transaction

Answer: C

QUESTION 365:

Which of the following is a system that allows a customer to pay for the goods by transmitting a number to your server without involving a credit card?

- A. SSL
- B. SET
- C. Digital cash
- D. Passport

Answer: D

QUESTION 366:

Which of the following need not be stored in a database that is accessed by an e-Commerce Web site?

- A. Data about the inventory
- B. Data about the customers
- C. Data about the suppliers
- D. Order Information

Answer: A

QUESTION 367:

To setup promotional campaign, you use the _____ feature of Commerce Server 2000.

- A. Campaign Manager
- B. Analytics System
- C. Report Wizard
- D. Discount Wizard

Answer: A

QUESTION 368:

What was the first graphical browser?

- A. Netscape
- B. Mosaic
- C. Neo Planet
- D. Opera
- E. Internet Explorer
- F. Apache

Answer: B

QUESTION 369:

In SSL, the client always authenticates:

- A. The server
- B. The merchant
- C. The bank
- D. The certifying authority

Answer: A

QUESTION 370:

What medium ties commerce, data management and security capabilities together?

- A. Internet
- B. Electronic commerce
- C. T.V.
- D. Fax

Answer: B

QUESTION 371:

A typical EDI implementation involves:

- A. The transfer of data between different companies using the Internet
- B. The transfer of data between different companies using ACH
- C. The transfer of credit card info between different companies using networks
- D. The transfer of data between different companies using networks

Answer: D

QUESTION 372:

What might a server do when it receives a request for a URL that refers to a directory?
(Choose three)

- A. It may return a default document
- B. It may display the root directory
- C. It may generate an error and refuse the request
- D. It may display the directory with an execute permission
- E. It may return a formatted directory listing to the browser

Answer: A, C, E

QUESTION 373:

What does EBT stand for?

- A. Electronic bill payment and partnership
- B. Electronic bill parking and presentment
- C. Electronic benefit transfer
- D. Electronic payroll

- E. Electronic bill payment
- F. Electronic bill of lading

Answer: C

QUESTION 374:

Open trading protocol uses an emerging standard from the W3C (World Wide Web Consortium) called:

- A. XML
- B. CGI
- C. DHTML
- D. HTML

Answer: A

QUESTION 375:

Jack has copied information from the Internet and has distributed it among the members of his team. Which problem is he likely to face?

- A. Intellectual property
- B. Taxation
- C. Security
- D. Trust

Answer: A

QUESTION 376:

What feature of Commerce Server 2000 can assist you in customer management?

- A. Profile system
- B. Targeting system
- C. Support system
- D. Knowledge base

Answer: A

QUESTION 377:

What is the default SSL port for secure communications?

- A. 446
- B. 442

- C. 446
- D. 443

Answer: D

QUESTION 378:

Which of the following options determine the strength of encryption?

- A. Hashing
- B. Message digest
- C. Algorithm
- D. Ciphertext

Answer: C

QUESTION 379:

Jack, who resides in the US, has purchased a book from a storefront that is based in China. Which of the following problems is he most likely to face?

- A. Threatening intellectual property
- B. Paying tax
- C. Restricting trust
- D. Violating copyright law

Answer: B

QUESTION 380:

You want to test the performance capabilities of a Web site before hosting it on the Web. What should you do to determine the site's performance?

- A. Use the customization features of independent e-Commerce storefront packages.
- B. Use InetLoad to test the site.
- C. Install a community or portal storefront package.
- D. Setup an online merchant account first.

Answer: B

QUESTION 381:

SET transactions involve three parties. Which of the following is NOT directly involved in SET transactions?

- A. Card holder

- B. Card issuer
- C. Merchant
- D. Payment gateway

Answer: B

QUESTION 382:

IIS runs only on Windows NT platform. In spite of this possible limitation, tight integration with the OS provides at least two advantages. What are these? (Choose two)

- A. Windows NT security structure
- B. Built-in search engine
- C. A familiar interface
- D. ASP script debugging

Answer: A, C

QUESTION 383:

Preparing for online transactions is an integral part of the e-Commerce process. Credit cards are the most common method of payment on the Internet. What should you setup to be able to accept credit cards as payment?

- A. An online merchant account
- B. A bank account
- C. A virtual merchant account
- D. A merchant account
- E. An Internet merchant account

Answer: A

QUESTION 384:

In networking terminology, what does VPN stand for?

- A. Virtual physical network
- B. Value private network
- C. Virtual private network
- D. Visual private network
- E. Virtual personal network

Answer: C

QUESTION 385:

Which of the following statements about the Automated Clearing House Network is FALSE?

- A. Each country has its own form of ACH.
- B. ACH provides real-time credit card processing.
- C. Only financial institutions participate in the network.
- D. The ACH works with credit card payments and electronic fund transfers.

Answer: B

QUESTION 386:

For maximum control over your e-Commerce site's software and hardware platform, you should:

- A. Outsource the administration work
- B. Avoid outsourcing
- C. Employ ACLs
- D. Outsource the design

Answer: B

QUESTION 387:

What kind of violation is downloading a game that belongs to a subscriber of a public bulletin board and then passing it on to all your friends?

- A. A violation of conduct and the ISP is considered liable
- B. A copyright violation and the bulleting board is considered liable
- C. An intellectual property violation
- D. A patent violation

Answer: C

QUESTION 388:

Factors that limit growth are called 'barriers'. Which of the following are not considered to be a barrier? (Choose two)

- A. Diversification of offerings
- B. Physical location
- C. Restrictions
- D. Rapid change
- E. Critical mass
- F. Cost
- G. Increased competition

Answer: A, E

QUESTION 389:

What might a server do when it receives a request for a URL that refers to a directory?
(Choose three)

- A. It may return a formatted directory listing to the browser
- B. It may generate an error and refuse the request
- C. It may return the default document
- D. It may display the root directory
- E. It may display the directory with an execute permission

Answer: A, B, C

QUESTION 390:

ABC is a Web based credit card company that collected information about Jacks financial and personal details before issuing him a credit card. The company has now passed his information to other companies. Which of the following Internet laws did ABC violate?

- A. Privacy law
- B. Copyright law
- C. Contract law
- D. Trademark law

Answer: A

QUESTION 391:

You want to protect confidential documents on your web site. Which of the following will help in maintaining the confidentiality of documents on the site? (Choose three)

- A. Installation of File Transfer Protocol (FTP)
- B. Restriction by user name and password
- C. Encryption using public cryptography.
- D. Restriction by IP address.

Answer: B, C, D

QUESTION 392:

Jack sets up an e-Commerce site. He wants to accept credit cards online. He wants the credit card number to be encrypted. What should he use?

- A. SHTTP
- B. S/MIME
- C. SET
- D. SSL

Answer: C

QUESTION 393:

Most users connecting to your site are complaining of slow server response. What steps will you take to resolve this problem?

- A. You will enable bandwidth throttling.
- B. You will limit the number of users connecting to your site.
- C. You will display the Web page requesting users to try to connect to the Web site at another time.
- D. You will reduce the size of the paging file.

Answer: B

QUESTION 394:

You have recently installed IIS services to a Windows NT computer. Which of the following is the anonymous user account that is created during the installation of IIS?

- A. IUSR_<computername>
- B. IUSR_<domainname>
- C. Everyone
- D. Guests

Answer: A

QUESTION 395:

Requisitioner, buying organization, selling organization, and payment authority are components of which of the following?

- A. VPN transactions
- B. EDI transactions
- C. S/MIME transactions
- D. OBI transactions

Answer: D

QUESTION 396:

In Commerce Server 2000, which of the following are the pipelines for content processing? (Choose three)

- A. Related Sell Pipeline
- B. Total Pipeline
- C. Basket Pipeline
- D. Checkout Pipeline
- E. Direct Mail Pipeline
- F. Discounts Pipeline
- G. Advertising Pipeline

Answer: A, F, G

QUESTION 397:

Sherri is reviewing her Web site for potential problems and bugs using her browser. She deletes the last directory listed in the current URL and presses ENTER. The browser immediately takes her back one level in the server directory. The Web page now reveals sensitive executable files. What has Sherri overlooked in her design process?

- A. She has not disabled the FTP hook.
- B. She has not encrypted her virtual directories.
- C. She has not enabled user authentication for directory FTP service.
- D. She has not disabled directory browsing.

Answer: D

QUESTION 398:

In Commerce Server 2000, which of the following are pipelines for order processing? (Choose three)

- A. Total Pipeline
- B. Content Selection Pipeline
- C. Direct Mail Pipeline
- D. Checout Pipeline
- E. Basket Pipeline

Answer: A, D, E

QUESTION 399:

Sandra wants to go with the odds. She could sell a variety of products or services from the department store chain that she owns, but wants to key-in on the offerings that have the greatest chance for success. What items have the most chance for success on the Internet? (Choose the best choice):

- A. Inexpensive items
- B. Expensive items
- C. Moderately priced items
- D. A mix of price ranges

Answer: C

Buyers want to touch expensive items before purchase. While inexpensive items aren't worth the shipping cost.

QUESTION 400:

Sandra wants to go with the odds. She could sell a variety of products or services from the department store chain that she owns. She wants to follow a conservative approach in choosing what to offer. What items are most prevalent on the most successful sites on the Internet? (Choose the best choice):

- A. Hard goods
- B. Soft goods
- C. Services
- D. A synergetic mixture of hard goods, services, and soft goods.

Answer: A

Hard goods are offered by most of the largest Internet sites.

QUESTION 401:

Sandra wants to go with the odds. She could sell a variety of products or services from the department store chain that she owns, but wants to key-in on the offerings that have the greatest chance for success. What markets have the LEAST chance for success on the Internet? (Choose the best choice):

- A. Global markets
- B. Niche markets based on geography
- C. Niche markets based on special needs
- D. Mass markets

Answer: B

With the global reach of the Internet, many potential customers would be eliminated by niche markets limited to a geographical area.

QUESTION 402:

Jenny wants to anticipate the potential positive, negative or neutral impact on potential buyers of words, symbols, shapes, textures, fonts, and website graphics. What would Jenny study? (Choose the best answer):

- A. Demographics
- B. Psychographics
- C. Audience data
- D. Polling information

Answer: B

Psychographics keys in on the psychological impact of words, symbols and graphics.

QUESTION 403:

Psychographics keys in on the psychological impact of words, symbols and graphics.
How are consumer lifestyles measured as they relate to pre-dispositions to marketing material? (Choose three):

- A. Activities
- B. Interests
- C. Opinions
- D. Buying habits

Answer: A,B,C

Psychographics measures lifestyles via activities, interests and opinions of potential consumers.

QUESTION 404:

Walmart sells products both in their stores and online. Where might they first introduce a new product line? (Choose two):

- A. Online, because if it doesn't work out they haven't invested a lot in inventory
- B. Online because they can easily change their website to drop the product if it does not sell well.
- C. In their stores so they get ahead of the competition
- D. In their stores so they will have sufficient quantity available locally

Answer: A,B

Online sales may quickly introduce or kill a new product without a great investment in inventory in a thousand stores. If the product works out, then it can quickly be rolled out to bricks and mortar stores.

QUESTION 405:

Joyce wants to promote her online business, www.AdoptAPet.com. What methods of online promotions are commonly used? (Choose four):

- A. Givaways and sweepstakes

- B. Banner ads and banner exchange
- C. Spam, targeted email and opt-in email.
- D. Search engine placement
- E. Referrer sites

Answer: B,C,D,E

Givaways and sweepstakes are not as common as the other online promotion methods.

QUESTION 406:

Jill wants to advertise her _____ Website on a _____ Website such as Yahoo. Fill in the blanks.

- A. Publisher, marketer
- B. Marketer, publisher
- C. Marketer, marketer
- D. Publisher, publisher

Answer: B

Publisher Websites make most of their money selling ad space. Marketer Websites make most of their money selling products or services.

QUESTION 407:

George wants to know what are characteristics of a Publisher site. You say: (Choose 3):

- A. Banner ads that lead away from the site
- B. Few if any links that lead away from the site
- C. A higher ratio of content to advertising
- D. The primary goal is to sell something
- E. A multitude of short marketing messages

Answer: A,C,E

QUESTION 408:

If you don't care if users come to your site and then quickly leave your site, without buying anything, for another site advertised on your site, then you are running a _____.

- A. Loss-leader site
- B. Publisher site
- C. Distributer site
- D. Subscriber site
- E. marketer site

Answer: B

A publisher website's primary focus is selling ad space.