

**Actualtests.com**

The Power of Knowing



Exam : 1D0-425

Title : CIW E-Commerce Designer

Ver : 12-03-08

**QUESTION 1:**

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

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**QUESTION 2:**

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

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**QUESTION 3:**

Which is the most common form of asynchronous service?

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

Answer: C

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**QUESTION 4:**

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

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**QUESTION 5:**

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

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

Answer: C

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**QUESTION 6:**

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

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**QUESTION 7:**

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

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**QUESTION 8:**

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

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**QUESTION 9:**

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

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**QUESTION 10:**

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

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**QUESTION 11:**

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

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**QUESTION 12:**

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

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**QUESTION 13:**

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

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**QUESTION 14:**

CyberCash, DigiCash, and DataCash are all examples of:

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

Answer: B

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**QUESTION 15:**

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

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**QUESTION 16:**

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

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**QUESTION 17:**

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

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**QUESTION 18:**

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

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**QUESTION 19:**

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

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**QUESTION 20:**

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

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**QUESTION 21:**

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

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**QUESTION 22:**

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

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**QUESTION 23:**

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

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**QUESTION 24:**

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

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**QUESTION 25:**

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

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**QUESTION 26:**

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

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**QUESTION 27:**

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

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**QUESTION 28:**

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

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**QUESTION 29:**

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

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**QUESTION 30:**

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

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**QUESTION 31:**

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

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**QUESTION 32:**

Rolo wants to design an 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

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**QUESTION 33:**

Which of the following is a symmetric-key encryption?

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

Answer: D

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**QUESTION 34:**

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

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**QUESTION 35:**

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

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**QUESTION 36:**

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

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**QUESTION 37:**

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

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**QUESTION 38:**

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

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**QUESTION 39:**

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

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**QUESTION 40:**

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

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**QUESTION 41:**

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

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**QUESTION 42:**

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

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**QUESTION 43:**

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

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**QUESTION 44:**

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

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**QUESTION 45:**

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

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**QUESTION 46:**

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

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**QUESTION 47:**

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

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**QUESTION 48:**

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

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**QUESTION 49:**

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

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**QUESTION 50:**

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

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**QUESTION 51:**

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

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**QUESTION 52:**

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

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**QUESTION 53:**

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

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**QUESTION 54:**

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

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**QUESTION 55:**

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

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**QUESTION 56:**

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

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**QUESTION 57:**



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

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**QUESTION 58:**

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

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**QUESTION 59:**

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

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**QUESTION 60:**

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

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**QUESTION 61:**

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

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**QUESTION 62:**

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

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**QUESTION 63:**

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

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**QUESTION 64:**

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

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**QUESTION 65:**

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

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**QUESTION 66:**

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

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**QUESTION 67:**

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

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**QUESTION 68:**

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.

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**QUESTION 69:**

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

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**QUESTION 70:**

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

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**QUESTION 71:**

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

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**QUESTION 72:**

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

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**QUESTION 73:**

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

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

Answer: C

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**QUESTION 74:**

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

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**QUESTION 75:**

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

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**QUESTION 76:**

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

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**QUESTION 77:**

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

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**QUESTION 78:**

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

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**QUESTION 79:**

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

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**QUESTION 80:**

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

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**QUESTION 81:**

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

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**QUESTION 82:**

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

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**QUESTION 83:**

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

- A. 5

- B. 4
- C. 6
- D. 2
- E. 3

Answer: E

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**QUESTION 84:**

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

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**QUESTION 85:**

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

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**QUESTION 86:**

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.

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**QUESTION 87:**

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 88:**

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 89:**

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 90:**

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 91:**

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 92:**

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 93:**

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 94:**

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 95:**

What is used by XML to distinguish document structures?

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

Answer: A

---

**QUESTION 96:**

Generally, software patents do not cover the entire program.

- A. True
- B. False

Answer: A

---

**QUESTION 97:**

What type of encryption uses a shared encryption key?

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

Answer: A

---

**QUESTION 98:**

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 99:**

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 100:**

Can you copyright an idea or fact?

- A. No
- B. Yes

Answer: A

---

**QUESTION 101:**

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 102:**

What company or organization developed SSL?

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

Answer: A

---

**QUESTION 103:**

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 104:**

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 105:**

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 106:**

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 107:**

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 108:**

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 109:**

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 110:**

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 111:**

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 112:**

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 113:**

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 114:**

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 115:**

X12 is a standard of

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

Answer: C

X12 is the request part of OBI (chapter7).

---

**QUESTION 116:**

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 117:**

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 118:**

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 119:**



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 120:**

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 121:**

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 122:**

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 123:**

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 124:**

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 125:**

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

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

Answer: C

---

**QUESTION 126:**

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 127:**

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 128:**

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 129:**

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 130:**

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 131:**

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 132:**

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 133:**

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 134:**

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 135:**

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 136:**

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 137:**

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 138:**

Which of the following uses EDI?

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

Answer: B

---

**QUESTION 139:**

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 140:**

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 141:**

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 142:**

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 143:**

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 144:**

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 145:**

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 146:**

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 147:**

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 148:**

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 149:**

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 150:**

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 151:**

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 152:**

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 153:**

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 154:**

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 155:**

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

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

Answer: A

---

**QUESTION 156:**

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 157:**

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 158:**

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 159:**

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 160:**

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 161:**

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 162:**

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 163:**

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 164:**

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 165:**

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 166:**

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 across 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 167:**

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 168:**

Digital cash is:

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

Answer: D

---

**QUESTION 169:**

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 170:**

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 171:**

What is used by XML to distinguish structures?

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

Answer: A

---

**QUESTION 172:**

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 173:**

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 174:**

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 175:**

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 176:**

The use of site development tools is preclusive of:

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

Answer: A

---

**QUESTION 177:**

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 178:**

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 179:**

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 180:**

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 181:**

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 182:**

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 183:**

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 184:**

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 185:**

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 186:**

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 187:**

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 188:**

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 189:**

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 190:**

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 191:**

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 192:**

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 193:**

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 194:**

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 195:**

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 196:**

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 197:**

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 198:**

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 199:**

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 200:**

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 201:**

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 202:**

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 203:**

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 204:**

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 205:**

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 206:**

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 207:**

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 208:**

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 209:**

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 210:**

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 211:**

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 212:**

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 213:**

A search engine indexes WWW document via the use of:

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

Answer: B



---

**QUESTION 214:**

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 215:**

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 216:**

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 217:**

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 218:**

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 219:**

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 220:**

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 221:**

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 222:**

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 223:**

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 224:**

What was the first graphical browser?

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

Answer: B

---

**QUESTION 225:**

In SSL, the client always authenticates:

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

Answer: A

---

**QUESTION 226:**

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

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

Answer: B

---

**QUESTION 227:**

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 228:**

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 229:**

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 230:**

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 231:**

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 232:**

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 233:**

What is the default SSL port for secure communications?

- A. 446
- B. 442
- C. 446
- D. 443

Answer: D

---

**QUESTION 234:**

Which of the following options determine the strength of encryption?

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

Answer: C

---

**QUESTION 235:**

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 236:**

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 237:**

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 238:**

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 239:**

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 240:**

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 241:**

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 242:**

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 243:**

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 244:**

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 245:**

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 246:**

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 247:**

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 248:**

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 249:**

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 250:**

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 251:**

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 252:**

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 253:**

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 254:**

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. Checkout Pipeline
- E. Basket Pipeline

Answer: A, D, E

---

**QUESTION 255:**

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 256:**

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 257:**

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 258:**

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 259:**

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 260:**

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 261:**

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 262:**

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 263:**

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

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---

**QUESTION 264:**

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.