

1D0-525^{Q&As}

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QUESTION 1

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. Configure the firewall to accept multiple HTTP requests.
- C. Bind multiple IP addresses to a single NIC on the server.
- D. Install IIS and Apache on the same server to host multiple Web sites.

Correct Answer: C

QUESTION 2

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

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

Correct Answer: A

QUESTION 3

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

Correct Answer: C

QUESTION 4

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

- A. The site must complement the company's direction.

- B. The site must conform to the latest technical standards.
- C. The site must support efforts to improve customer service.
- D. The site must conform to the latest accessibility standards.

Correct Answer: A

QUESTION 5

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

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

Correct Answer: B

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