1D0-525^{Q&As}

CIW V5 E-Commerce Designer

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QUESTION 1

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 Help desk.

B. the Apache service staff.

C. the Apache live Help service.

D. the Apache user online forum.

Correct Answer: D

QUESTION 2

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. The purchaser\\'s public key

C. Cookies deposited by the site\\'s shopping cart

D. Information verified by a Public Key Infrastructure (PKI) company

Correct Answer: A

QUESTION 3

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

A. A CA that cannot be brought offline

B. A CA that has an unlimited validity period

C. A CA that uses LDAP to transmit its credentials to other CAs

D. A CA that signs its own certificate and certifies itself as legitimate

Correct Answer: D

QUESTION 4

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

A. Send e-mail messages once a day to initial contacts for the first two weeks.

B. Send e-mail messages once every two weeks to follow up on an initial contact.

C. Create an executable Java application as an e-mail attachment that describes the company.

D. Create an executable ActiveX application as an e-mail attachment that describes the company.

Correct Answer: B

QUESTION 5

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. develop an effective marketing strategy.

B. install the e-commerce database system.

C. select and establish a compatible merchant account.

D. configure the gateway to work with your e-commerce server.

Correct Answer: D

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 online instant storefront

C. Mid-level offline instant storefront

D. High-level offline instant storefront

Correct Answer: A

QUESTION 7

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. marketing department.

B. certificate authority (CA).

C. server software publisher.

D. Internet Service Provider (ISP).

Correct Answer: D

QUESTION 8

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

A. A well-planned site hierarchy

B. Detailed descriptions of products

C. Product testimonials from other customers

D. An RSS feed directing customers to a site blog

Correct Answer: A

QUESTION 9

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. Bank account debit

B. Cash on delivery (c.o.d.)

C. Purchase order and post-purchase billing

D. Advance payment using check or money order

Correct Answer: A

QUESTION 10

Which of the following describes a referrer program?

A. One site pays another site for the traffic it sends; traffic is directed in one direction.

B. One site pays several sites for traffic it sends; traffic is generated in multiple directions.

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C. A third party verifies referrals from one site to another site as traffic flows from one to the other.

D. Referrals occur only after a company pays a commission for them; traffic is directed in one direction.

Correct Answer: A

QUESTION 11

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. registrar database tampering.

B. certificate authority (CA) infiltration.

C. Application Service Provider (ASP) infiltration.

D. Secure Electronic Transactions (SET) corruption.

Correct Answer: C

QUESTION 12

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

A. Maximum uptime requirements

B. Minimum installation requirements

C. The number of database tables required

D. The number of concurrent user connections

Correct Answer: D

QUESTION 13

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

A. visit, learn and return.

B. find, learn and review.

C. visit, learn and purchase.

D. find, compare and revisit.

Correct Answer: C

QUESTION 14

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 15

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

A. Pharming attacks

B. Database tampering

C. Buffer overflow attacks

D. Denial-of-service attacks

Correct Answer: B

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