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CIW V5 Site Designer

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QUESTION 1

The best use of an XHTML table is to:

- A. display tabular data.
- B. create complex layouts.
- C. occupy the entire space of a Web page.
- D. generate fluid design using percentages.

Correct Answer: A

QUESTION 2

Which of the following is a benefit of imported style sheets?

- A. Imported style sheets override embedded styles.
- B. Imported style sheets work with all older browsers.
- C. Multiple style sheets can be applied using one style declaration.
- D. Imported style sheets are the only way to override the default style of a browser.

Correct Answer: C

QUESTION 3

You are designing a medical research site. The content will include medical terminology. When is it acceptable to use industry jargon?

- A. When a casual tone is appropriate
- B. When the audience will understand the terms
- C. When the Web designer understands the jargon
- D. When you want to demonstrate the superiority of your site

Correct Answer: B

QUESTION 4

Your new customer, Chattawa, is the education coordinator for Bluelake County Schools. He has asked you to design a Web site to teach school personnel in aboriginal issues. He presents you with a report about current concerns that aboriginal children's learning styles are not being addressed in the school system. He suggests that you reproduce the report online and add aboriginal art in the margins. Whose perspective should you take as you design the site?



- A. Your perspective
- B. The site user's perspective
- C. The school administration's perspective
- D. The education coordinator's perspective

Correct Answer: B

QUESTION 5

Which of the following Web site characteristics demonstrates the ability to present information dynamically from a knowledge base?

- A. Interactivity
- B. Static layout
- C. Dynamic HTML
- D. Database integration

Correct Answer: D

QUESTION 6

Consider the following code:

-

The preceding code seems to render properly in multiple Web browsers. However, it will not validate to W3C standards. Which of the following must be added?



- A. The alt attribute
- B. A linked style sheet
- C. A closing tag
- D. An embedded style sheet

Correct Answer: A

QUESTION 7

What is another name for the staging server?

- A. Live server
- B. Production server
- C. Redundant server
- D. Development server

Correct Answer: D

QUESTION 8

Which of the following is one of the advantages that SWF (Flash) files bring to Web-based environments?

- A. SWF files are compressed, so files download quickly.
- B. SWF files use layers, so animation is linear and parallel.
- C. SWF files use vector images, so files can be easily modified.
- D. SWF files can stream images, so files can be uploaded quickly.

Correct Answer: A

QUESTION 9

Which of the following is true with regard to creating an XML application?

- A. The application must always be run from a Web server.



- B. XML must always be embedded with XHTML, not HTML.
- C. The tags can use uppercase and lowercase characters.
- D. The application must be able to determine page structure if it is used on a Web page.

Correct Answer: C

QUESTION 10

Which of the following strategies is best for implementing bulk e-mailing to customers?

- A. Buy an e-mail list from a vendor that sells a similar product.
- B. Give customers the option to receive or to stop receiving bulk e-mail.
- C. Send e-mail messages to all customer e-mail addresses collected at the time of purchase.
- D. Generate a list of e-mail addresses from a directory listing of people who work in the same field as your company.

Correct Answer: B

QUESTION 11

Jacob runs a Web site specializing in selling music from independent artists. Most of the site's customers want to know about unknown or new artists in the music industry whose work is available on Jacob's site. Site visitors have requested an easier way to learn about updates to the New Artists page. Which of the following will best meet visitors' needs?

- A. Update the New Artists page more often.
- B. Install an RSS feed for the New Artists page.
- C. Install a search feature on the New Artists page.
- D. Use a different font for each new entry on the New Artists page.

Correct Answer: B

QUESTION 12

Tom is making changes to his company's Web site. Because he likes the way the markup is styled, he



copies the following into another section of the page:

This section is under construction

Why does the home page not validate properly?

- A. The tag was not closed properly.
- B. Element attributes must be declared in the style sheet.
- C. A tag can be used only once in each document's markup.
- D. An ID attribute can be applied to only one element in a document.

Correct Answer: D

QUESTION 13

Image slicing involves:

- A. selecting rectangular sections of a larger graphic to be divided into smaller images during export.
- B. creating an animated GIF file from a single large image file to decrease perceived download time.
- C. merging several small image files into a single large image file to simplify placement on the Web page.
- D. selecting sections of a single image and saving them as separate JPG files in a specially created folder.

Correct Answer: A

QUESTION 14

You have been asked to insert an image named kayak.jpg in a Web page. Which of the following code examples will validate as XHTML 1.0 Transitional?

- A.
- B.
- C.



D.

Correct Answer: A

QUESTION 15

Which of the following best describes the type of information that Web server log files can collect?

- A. Browser version, reviewed products, IP address
- B. Browser information, pages viewed, referrer sites
- C. Browser information, return visits, past purchases
- D. Credit card number used, favorite products, pages viewed

Correct Answer: B

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