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QUESTION 1

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

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

Correct Answer: B

QUESTION 2

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

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

Correct Answer: A

QUESTION 3

Denying that a payment transaction took place is known as:

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

Correct Answer: A

QUESTION 4

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



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

Correct Answer: A

QUESTION 5

What are the basic steps for retrieving data for display?

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

Correct Answer: C

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