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QUESTION 1

The details of an e-commerce site order can be kept in memory, stored on the visitor\\'s computer or stored on the Web server. This ability to remember the details of an order is known as: A. profiling an order.

- B. tracking an order.
- C. persisting an order.
- D. filling the shopping cart.

Correct Answer: C

QUESTION 2

Mark is the owner of a portal storefront that sells gaming software. What would be the most effective way for him to encourage repeat business?

- A. Use up-selling techniques to sell more advanced games.
- B. Provide a FAQ page and knowledge base for each game.
- C. Allow new customers a 10 percent discount on their first order.
- D. Offer discounts on game accessories during the checkout process.

Correct Answer: B

QUESTION 3

What is the first step in improving your Web server\\'s performance?

- A. Upgrade the server\\'s CPU.
- B. Upgrade the server\\'s RAM.
- C. Monitor performance and create a baseline.
- D. Determine the efficiency of the CGI applications.

Correct Answer: C

QUESTION 4

Which of the following most completely describes a Sharable Content Object (SCO)?



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- A. An asset described by metadata
- B. A system that centrally stores assets
- C. A Rich Site Summary (RSS) that aggregates content
- D. A Java applet or ActiveX control that aggregates and sequences data

Correct Answer: A

QUESTION 5

Which of the following is true of a mid-level offline instant storefront?

- A. It is easier to use than an online instant storefront.
- B. It is less likely to allow site customization features.
- C. It is more expensive than an online instant storefront.
- D. It provides fewer security options than an online instant storefront.

Correct Answer: C

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