1D0-525^{Q&As}

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CIW V5 E-Commerce Designer

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QUESTION 1

Which of the following site creation models would be most appropriate for a site needing customer relationship management (CRM) and personalization?

A. Online instant storefront

B. Mid-level online instant storefront

C. Mid-level offline instant storefront

D. High-level offline instant storefront

Correct Answer: D

QUESTION 2

Which of the following describes an effective target-marketing program for a company that sells kayak accessories to distributors?

A. Sending an e-mail advertisement to those who sell kayaks to outdoor enthusiasts

B. Sending an e-mail advertisement to everyone who has indicated an interest in outdoor activities

C. Placing a banner advertisement on a third-party Web site that sells kayaks to outdoor enthusiasts

D. Placing a banner advertisement on a third-party Web site that sells touring packages to the Caribbean

Correct Answer: A

QUESTION 3

What SQL command set do most relational database management system (RDBMS) servers support?

A. XPath

B. T-SQL

C. ISO SQL

D. ANSI SQL

Correct Answer: D

QUESTION 4

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 5

Which of the following describes a targeted marketing program?

A. A program that targets a specific group of interested people

B. A program that targets the broadest group of people in the most countries around the world

C. A program that selects the largest array of products and markets them to those most likely to purchase products online

D. A program that selects the smallest array of products and markets them to those most likely to purchase products online

Correct Answer: A

QUESTION 6

An online instant storefront can build community by:

A. granting quantity discounts.

B. creating an e-mail newsletter.

C. using banner exchange programs.

D. providing a public listing of customer e-mail addresses.

Correct Answer: B

QUESTION 7

Suppose you were using statistical software to evaluate the performance of various HTTP server packages. What would be the most efficient way to compare performance data accurately?

A. Request that vendors provide their benchmark results of running a standard monitoring application.

B. Use a remote computer to capture statistical information on each server operating under a simulated load.

C. Install resource-monitoring software on each server independently and vary the actual load conditions on each server.

D. Gather real-time performance data on each server by running several system- monitoring applications on the server at one time.

Correct Answer: B

QUESTION 8

Which of the following algorithms uses symmetric keys for encryption?

A. AES

B. MD5

C. RSA

D. SHA

Correct Answer: A

QUESTION 9

What security protocol typically allows Web-based applications to pass data securely by providing an encrypted channel?

A. SET

B. SSH

C. SSL

D. HTTP

Correct Answer: C

QUESTION 10

In credit card transactions, which of the following occurs during the settlement phase?

A. Credit card information is passed to a payment gateway.

B. The processor verifies the credit card through the issuing bank.

C. The acquiring bank transfers money to the merchant\\'s account.

D. The customer enters credit card information on a Web site and confirms the order.

Correct Answer: C

QUESTION 11

Which of the following is the most efficient strategy for detecting an attack on your company\\'s e-commerce site?

A. Conducting an audit

B. Reviewing system logs

C. Testing password strength

D. Teaching employees about social engineering

Correct Answer: B

QUESTION 12

Which of the following demonstrates the importance of manual transaction processing?

A. It enables vendors to receive multiple orders of different items.

B. It enables customers to send an item to an alternative address.

C. It enables vendors to complete a customer return request by telephone.

D. It enables customers to use a dial-up connection to perform a transaction.

Correct Answer: C

QUESTION 13

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 14

Which of the following is a primary concern when configuring a shopping-cart system?

A. The initial connection cost

B. Compatibility with ODBC and ASP

C. Payment gateway support of SSL/TLS

D. Compatibility with the payment gateway

Correct Answer: D

QUESTION 15

Which of the following site creation models would be most appropriate for a site needing customer relationship management (CRM) and personalization?

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B. Mid-level online instant storefront

C. Mid-level offline instant storefront

D. High-level offline instant storefront

Correct Answer: D