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CIW v5 E-Commerce Designer

CIW 1D0-525

Version Demo

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QUESTION NO: 1

Under Secure Electronic Transactions (SET), which three parties involved in a transaction are required to use the SET protocol?

A. The broker, the merchant, the customer

B. The customer, the credit card company, the bank

C. The merchant, the bank, the customer

D. The wholesaler, the merchant, the bank

ANSWER: C

QUESTION NO: 2

Isabelle, a site administrator, has just analyzed her Web site's traffic and discovered that many users abandon the site when they reach a particular page. Which source of Web site data can Isabelle use to analyze this pattern?

A. Hit counters

B. Page weight

C. Page rankings

D. Server logs

ANSWER: D

QUESTION NO: 3

A large company with an adequate staff and funding wants to implement an e-commerce storefront. Which of the following methods would be most suitable for this company?

A. In-house solution

B. Offline solution

C. Instant storefront

D. Online solution

ANSWER: A

QUESTION NO: 4

Blogads are:

A. ads placed in a Web log.

B. ads viewed by younger, less affluent users.

C. a low-traffic segment of the Internet.

D. banner exchange programs.

ANSWER: A

QUESTION NO: 5

What is the name for a tax on goods that are shipped internationally?

A. Sales tax

B. Value-added tax (VAT)

C. Tariff

D. Tax barrier

ANSWER: C

QUESTION NO: 6

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 user online forum.

B. the Apache Help desk.

C. the Apache service staff.

D. the Apache live Help service.

ANSWER: A

QUESTION NO: 7

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

B. install the e-commerce database system.

C. select and establish a compatible merchant account.

D. develop an effective marketing strategy.

ANSWER: A

QUESTION NO: 8

Most e-commerce servers use a _____ to connect to a relational database.

A. connection string

B. definition script

C. Document Type Definition (DTD)

D. secure set identifier

ANSWER: A

QUESTION NO: 9

Mortimer is creating an e-business site for an international supplier of exotic flower bulbs. Many customers are loyal purchase-club members. He has decided to use a virtual catalog in the construction of the site. Which of the following practices pertaining to implementing a virtual catalog should be avoided?

A. Making multiple base catalogs appear as a single catalog to customer

B. Adding new items to the virtual catalog to add duplicate database entries

C. Managing pricing in multiple currencies

D. Implementing special pricing rules for club members

ANSWER: B

QUESTION NO: 10

What is the term for using a single secret key to both encrypt and decrypt your data?

A. Asymmetric-key encryption

B. Hash encryption

C. Symmetric-key encryption

D. Binary-key encryption

ANSWER: C