IT认证电子书

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Exam : **1D0-525**

Title : CIW v5 E-Commeroe
Designer

Version : Demo

1.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

Answer: C

2.The main purpose of monitoring e-commerce Web server resources and performance (including bandwidth, uptime, downtime and network usage) is to ensure:

A. site availability.

B. visitor satisfaction.

C. cost-effectiveness.

D. increased profitability.

Answer: A

3.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.

Answer: B

4.You will be hiring someone to localize your e-commerce site in order to reach a specific audience. Which of the following is most essential for the person you hire to effectively complete the job?

A. The ability to communicate clearly with the team that created the site

B. An understanding of the scripting language and database type used on the site

C. An understanding of the language and culture of the audience you want to reach

D. An understanding of the importance of the just-in-time (JIT) process to the company

Answer: C

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

A. The merchant, the bank, the customer

B. The wholesaler, the merchant, the bank

C. The broker, the merchant, the customer

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

Answer: A

6.You have just developed a business-to-consumer (B2C) Web site that sells wetsuits for scuba diving. You want to partner with another company to start a banner ad program. What sort of company would be the most effective choice for a partner?

A. A company that sells canoes and small boats

B. A company that sells wetsuits mainly to surfers

C. A company that sells tanks, masks and snorkels

D. A company that sells a different brand of wetsuits

Answer: C

7.Before you can conduct usability testing, you should:

A. identify your potential customers.

B. identify browser compatibility issues.

C. publish your site to a production server.

D. identify the most-traveled path of your site.

Answer: A

8.Which of the following pieces of information will best help you determine the number of transactions your database server can accommodate?

A. Maximum uptime requirements

B. Minimum installation requirements

C. The number of database tables required

D. The number of concurrent user connections

Answer: D

9.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

Answer: D

10.Nain is a front-desk receptionist at a large corporation. After a recent payday for the employees, Nain received a phone call from someone claiming to be an employee who was out-of-state on an assignment. This person asked Nain whether his check had been deposited, and to verify that the check was written to a specific account name and bank routing number. This occurrence may be a type of attack known as a:

A. phishing attack.

B. pharming attack.

C. denial-of-service attack.

D. social-engineering attack.

Answer: D

11.You are considering payment methods for a business-to-business (B2B) e-commerce site. Which payment method would be most appropriate for your needs?

A. Cash on delivery (c.o.d.)

B. Purchase order and post-purchase billing

C. Purchase request and pre-purchase billing

D. Advance payment using check or money order

Answer: B

12.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. develop an effective marketing strategy.

B. install the e-commerce database system.

C. select and establish a compatible merchant account.

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

Answer: D

13.What is the name of the electronic funds transfer (EFT) system governed by the United States and designed to provide the clearing of electronic payments between banks?

A. The National Clearing House (NCH) network

B. The Automated Clearing House (ACH) network

C. The Receiving Depository Financial Institution (RDFI)

D. The Originating Depository Financial Institution (ODFI)

Answer: B

14.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

Answer: A

15.You are transitioning from a traditional "brick-and-mortar?storefront that accepts credit cards to a new e-commerce storefront. Which payment method would be most appropriate during the transition?

A. Cash on delivery (c.o.d.)

B. Open Buying on the Internet (OBI)

C. Credit card with offline processing

D. Advance payment using check or money order

Answer: C

16.Which of the following is a common cause of a buffer overflow?

A. Unchecked data entered into the buffer

B. Unnecessary services running in the buffer

C. Repeated attempts to guess a password stored in the buffer

D. Unexpected SQL statements causing database information to be revealed in the buffer

Answer: A

17.Which of the following is the most effective strategy for conducting an opt-in e-mail marketing campaign?

A. Send e-mail messages once a day to initial contacts for the first two weeks.

B. Send e-mail messages once every two weeks to follow up on an initial contact.

C. Create an executable Java application as an e-mail attachment that describes the company.

D. Create an executable ActiveX application as an e-mail attachment that describes the company.

Answer: B

18.Which of the following describes a Sharable Content Object Reference Model (SCORM) manifest?

A. An XHTML document that is SCORM-conformant

B. An XML document that describes a Sharable Content Object (SCO)

C. A relational database that contains Sharable Content Object (SCO) information

D. A style sheet that gives structure to the page containing a Sharable Content Object (SCO)

Answer: B

19.Paul conducts business in a country that levies a value-added tax (VAT) on all goods purchased within its borders. What must Paul configure in order to add a VAT automatically to the total cost of a purchase?

A. The shopping cart

B. The payment gateway

C. The inventory database

D. The purchasing database

Answer: A

20.Which of the following describes a referrer program?

A. One site pays another site for the traffic it sends; traffic is directed in one direction.

B. One site pays several sites for traffic it sends; traffic is generated in multiple directions.

C. A third party verifies referrals from one site to another site as traffic flows from one to the other.

D. Referrals occur only after a company pays a commission for them; traffic is directed in one direction.

Answer: A