

IT 认证电子书



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Exam : EK0-001

Title : E-Biz+

Version : Demo

1 .Jenny has decided to make her online purchase of DVD movies from a particular retailer because their site is easy to use and she can order quickly.

What decision criteria is she using?

- A. Personal Service
- B. Convenience
- C. Value Proposition
- D. Online Service

Answer: B

2 .A collaborative Internet based network to link an enterprise with a specific group of its supplies or customers is commonly referred to as a(n):

- A. Internet
- B. Extranet
- C. CONet
- D. Intranet

Answer: B

3.Which one of the following best describes spamming?

- A. Authorized sending of e-mail to business and people who have agreed to receive your message.
- B. Unauthorized receiving of e-mails by businesses and people who have not agreed to receive your messages.
- C. Mail that comes through the post office rather than electronic format.
- D. Unauthorized sending of e-mails to businesses and people who have not agreed to receive your messages.

Answer: D

4 .Incremental planning based on short term milestones, which is often used in E-Business, is called:

- A. True return on investment.
- B. Trigger-point planning.
- C. Trig's event planning.
- D. Solid contingency planning.

Answer: B

5.Which of the following is required for enabling SSL on the web server?

- A. Shopping Cart Software
- B. Digital Certificate
- C. Internet Merchant Bank Account
- D. Warehouse
- E. Web hosting

Answer: B

6 .An example of a click and mortar alliance would be a partnership between a(n)

- A. Established traditional retailer and a Web community.
- B. Web community and a trade association.
- C. E-Marketplace and an Application Service Provider.
- D. On-line storefront and an Internet Service Provider.

Answer: A

7 .What does the term "banner blindness" refer to?

- A. The growing trend of adding interactivity to banner advertisement to increase their visibility.
- B. The anonymous tracking of banner impressions and browsing behaviors across multiple sites.
- C. The refusal of companies to acknowledge banner advertising as a valuable advertising medium.
- D. The growing trend of visitors completely ignoring banner advertisements.

Answer: D

8 .VPNsare most susceptible to what type of attacks?

- A. Trojan
- B. Sniffing
- C. Man in the middle
- D. Virus
- E. DoS

Answer: C

9 .What are three ways to increase consumer awareness of a Web site? (Choose three)

- A. Have links on other Web sites.
- B. Submit information about your Web site to search engines.
- C. Advertise on traditional media.
- D. Utilize a value-added network.

Answer: A, B, C

10.The Business Service Provider (BSP) is:

- A. Internet service developers that rents only its own proprietary applications via the Web.
- B. A company that offers packaged software for lease online.
- C. A service provider that packages a selection of applications for distribution online.
- D. A specialized company that connects customers with PCs and browsers to the Internet.

Answer: B

11.What differentiates client/server applications from other types of applications?

- A. A telnet session to a web server.
- B. Processing is divided between the requested and providing applications.
- C. Reliance on relational database technology and dumb terminals.
- D. Using a workstation to view remote data on a mainframe computer.

Answer: B

12 .What are the three basic components of E-Business trigger-point planning? (Choose three)

- A. Business case
- B. Application structure
- C. Prioritization blueprint
- D. Application implementation

Answer: A, C, D

13 .Which of the following is not a lesson learned from e-tailing?

- A. Maintaining marginal profits on each sale.
- B. Make sure your website performs well.
- C. Establish branding whenever possible.
- D. Focus on market share.

Answer: D

14 .You E-Business site suffers from hacker attacks. You want to seek information on the latest Internet security issues.

Which of the following organizations might provide you with the information?

- A. Netscape
- B. IANA
- C. CERT
- D. IEEE

Answer: C

15 .What are three protocols that are part of the TCP/IP suite? (Choose three)

- A. File Transfer Protocol (FTP).
- B. NetBEUI Protocol.
- C. Simple Mail Transfer Protocol (SMTP).
- D. Internet Control Message Protocol (ICMP).

Answer: A, C, D

16 .In E-Business, which of the following is the most common element in determining the pricing strategy for the business?

- A. Business financial status
- B. Overall business model
- C. Product availability
- D. Product delivery

Answer: B

17 .A Web site offers daily news content for free, but has banners at the top of each page.

What business model is being used?

- A. Store A does not have a physical location and sells a variety of products online.
- B. Store B does not have a physical location and sells a specific type of product.
- C. Store C has a physical location and a Web site. A variety of products are sold.
- D. Store D has a physical location. A variety of products are sold.

Answer: A

18 .A new advantage to consumer at click-and-mortar stores is:

- A. The ability to use multiple credit cards.
- B. Overnight delivery.
- C. The ability to return online purchases to brick-and-mortar stores.
- D. Longer warranty periods.

Answer: C

19 .Which of the following provides a single point of access to network resources in your E-Business infrastructure for your business partners?

- A. Tree
- B. Browser
- C. Domain
- D. Directory service

Answer: D

20 .Which of the following is not a lesson learned from e-tailing?

- A. Maintaining marginal profits on each sale.
- B. Make sure your website performs well.
- C. Establish branding whenever possible.
- D. Focus on market share.

Answer: D