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Exam : 1D0-525

Title : CIW v5 E-Commeroe Designer

Vendors : CIW

Version : DEMO

NO.1 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

NO.2 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

NO.3 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

NO.4 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

NO.5 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

NO.6 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

NO.7 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

NO.8 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

NO.9 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

NO.10 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

NO.11 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

NO.12 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

NO.13 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

NO.14 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

NO.15 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

NO.16 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

NO.17 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

NO.18 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

NO.19 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

NO.20 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