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QUESTION 1

The goals for effective usability in an e-commerce site are to get customers to:

- A. find, compare and revisit.
- B. visit, learn and return.
- C. find, learn and review.
- D. visit, learn and purchase.

Answer: D

QUESTION 2

Which of the following is the most effective way to build community with your online storefront?

- A. Provide a quantity discount.
- B. Generate an automatic order confirmation.
- C. Create an incentive-based program.
- D. Accept several different payment options.

Answer: C

QUESTION 3

Which of the following is often used in place of photo identification and a signature whenever a credit card is used in an e-commerce transaction?

- A. Billing address verification
- B. Cookies deposited by the site's shopping cart
- C. The purchaser's public key
- D. Information verified by a Public Key Infrastructure (PKI) company

Answer: A

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. persisting an order.
- B. profiling an order.
- C. tracking an order.
- D. filling the shopping cart.

Answer: A

QUESTION 5

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. Credit card with offline processing
- C. Advance payment using check or money order
- D. Open Buying on the Internet (OBI)

Answer: B

QUESTION 6

Which of the following site creation models would be most appropriate for a site needing easy administration and implementation as well as minimal business owner control?

- A. Online instant storefront
- B. Mid-level offline instant storefront
- C. Mid-level online instant storefront
- D. High-level offline instant storefront

Answer: A

QUESTION 7

Before you can conduct usability testing, you should:

- A. identify the most-traveled path of your site.
- B. publish your site to a production server.
- C. identify browser compatibility issues.
- D. identify your potential customers.

Answer: D

QUESTION 8

You are planning to install a database server in a mission-critical environment. What is the best way to ensure continuous data availability and reliability?

- A. Install a multiprocessor server.
- B. Establish a strict security policy.
- C. Provide fail-over clustering.
- D. Install multiple hot-swappable hard disk drives.

Answer: C

QUESTION 9

A customer has placed an online order. The order has been written to a database for

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processing and the customer's credit card has been charged. What is the last interaction with the customer during the order process?

- A. Redirect the customer to the home page.
- B. Send a confirmation e-mail message to the customer.
- C. Update the customer profile.
- D. Send a shipping notification via e-mail to the customer.

Answer: B

QUESTION 10

Which of the following is the most effective option for detecting a site attack by someone who wants to modify your customer database?

- A. Using antivirus software
- B. Implementing a firewall
- C. Limiting the open ports on the system
- D. Using an intrusion detection system

Answer: D

QUESTION 11

The daily number of visitors to Cathy's site has increased by 600 percent and the current server configuration is beginning to drop requests. Cathy has decided to scale out the Web site by adding servers that will function as a server farm to host the company site. Adding servers in this way is known as:

- A. scaling up.
- B. fail-over.
- C. cloning.
- D. clustering.

Answer: D

QUESTION 12

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

- A. ISO SQL
- B. ANSI SQL
- C. XPath
- D. T-SQL

Answer: B

QUESTION 13

After using your Web browser to test a few purchases on your staging server, you find that the shopping cart has carried forward purchases from several earlier transactions. What steps should you take first to solve this problem?

- A. Delete the system DSN and re-create it, and then use the shopping cart again.
- B. Close and reopen the browser, and then use the shopping cart again.
- C. Test your e-commerce software on the production server, and then use the shopping cart again.
- D. Delete the database and reinstall it using the same parameters, and then use the shopping cart again.

Answer: B

QUESTION 14

An e-commerce site administrator believes that her site's security has been compromised. The most important participants of her recovery plan are the Web team, law enforcement and the:

- A. server software publisher.
- B. marketing department.
- C. certificate authority (CA).
- D. Internet Service Provider (ISP).

Answer: D

QUESTION 15

An online instant storefront can build community by:

- A. creating an e-mail newsletter.
- B. granting quantity discounts.
- C. using banner exchange programs.
- D. providing a public listing of customer e-mail addresses.

Answer: A

QUESTION 16

You are reviewing the requirements for an order entry system. The system will need to work with your accounting system and your customer database. Which of the following is the most important consideration?

- A. Backup ability
- B. Secure transaction processing
- C. Database compatibility
- D. Ease of use

Answer: C

QUESTION 17

Which of the following is the most effective strategy (as opposed to a tactic) for entering a new business market?

- A. Obtain customer referrals.
- B. Hire a marketing team.
- C. Contact an advertising agency.
- D. Target new customers.

Answer: D

QUESTION 18

Which of the following segments first used blogs as an Internet marketing tool?

- A. Large corporations
- B. Government agencies
- C. Small businesses
- D. Mainstream advertisers

Answer: C

QUESTION 19

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. Implementing special pricing rules for club members
- D. Managing pricing in multiple currencies

Answer: B

QUESTION 20

You are logged on to a Windows system. You suspect a problem with your Oracle database, and want to view the pertinent information related to the problem. What log should you check?

- A. Application log
- B. Security log
- C. Networking log
- D. Error log

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and many others.. See complete list Here

