

CIW

Exam 1D0-525

Version: 3.0

[Total Questions: 71]

Topic 0, A

A

Question No : 1 - (Topic 0)

Placing an institutional banner ad on a site that targets a specific market can result in:

- A. a higher clickthrough rate.
- B. increased banner exchange.
- C. higher search-engine ranking.
- D. better banner ad positioning on the site.

Answer: A**Question No : 2 - (Topic 0)**

Which of the following is an example of just-in-time (JIT) delivery?

- A. Obtaining the product only after supplies have run out
- B. Obtaining and developing items as customers demand the product
- C. Storing the product in parts until customers demand the assembled product
- D. Warehousing large amounts of assembled goods as customers demand the product

Answer: B**Question No : 3 - (Topic 0)**

None of your customers can access SSL-protected pages on your new e-commerce site. Which of the following steps will resolve this problem?

- A. Ask customers to reboot their computers.
- B. Open TCP port 443 on the company firewall.
- C. Open TCP port 8080 on the company firewall.
- D. Ask your customers to upgrade their Web browsers.

Answer: B**Question No : 4 - (Topic 0)**

What step would be appropriate before launching an e-commerce site with a newly installed payment gateway?

- A. Contact the issuing bank to verify connections.
- B. Contact the acquiring bank to verify connections.
- C. Test the system using various payment methods.
- D. Register the gateway with accepted credit card issuers.

Answer: C

Question No : 5 - (Topic 0)

An international online auction company wants to use a payment service that supports payment processing and is limited to auction purchases only. Which of the following would best meet the company's needs?

- A. eBay
- B. BidPay
- C. PayPal
- D. AuctionPay

Answer: B

Question No : 6 - (Topic 0)

An attack has affected a commercial server providing customized Web content services to Michael's e-commerce site. The attack is most likely an example of:

- A. registrar database tampering.
- B. certificate authority (CA) infiltration.
- C. Application Service Provider (ASP) infiltration.
- D. Secure Electronic Transactions (SET) corruption.

Answer: C

Question No : 7 - (Topic 0)

Which of the following is a concern with third-party instant storefronts?

- A. They are available only through a portal.

- B. They rely on a third party to secure the site.
- C. They do not include shopping-cart software.
- D. They require extensive knowledge of e-commerce server software.

Answer: B

Question No : 8 - (Topic 0)

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

Question No : 9 - (Topic 0)

A customer has placed an online order. The order has been written to a database for processing and the customer's credit card has been charged. What is the last interaction with the customer during the order process?

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

Answer: C

Question No : 10 - (Topic 0)

You are logged on to a Linux system. You suspect a problem with the system's MySQL database server. Which of the following files will contain relevant information pertaining to the failure?

- A. ~root/.error
- B. /var/log/messages