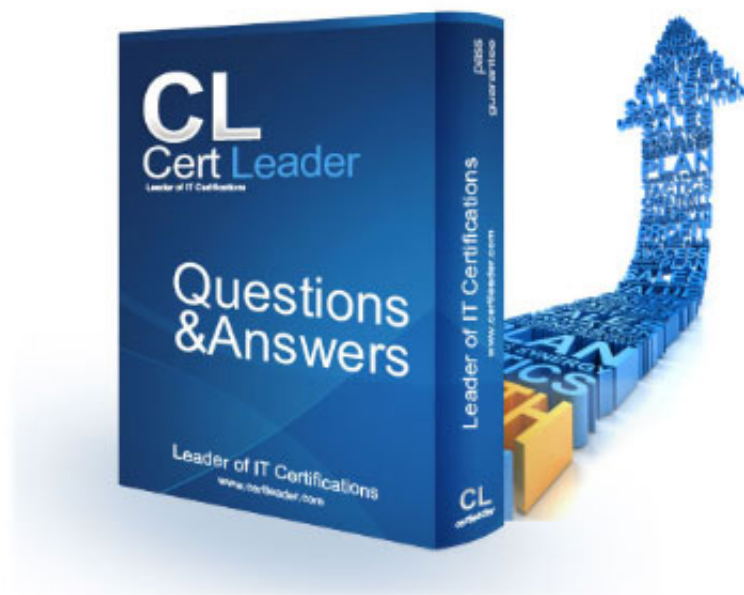


1D0-525 - CIW v5 E-Commerce Designer

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1. 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

2. You have been asked to create a digital certificate server. Your supervisor wants you to provide a standard, convenient method for allowing users to request certificates. Which of the following steps should you take?

- A. Enable LDAP-based certificate requests to be processed automatically.
- B. Enable a server share to allow users to place certificates into a directory.
- C. Configure the certificate server to process Web-based certificate requests.
- D. Configure the certificate server to process e-mail-based certificate requests.

Answer: C

3. Customers use your company's software to receive real-time weather reports. One of the company's software developers has proposed creating a second application that installs at the same time as the weather software, but operates in the background and reports user preferences and other information to your company. What is the name for this type of application?

- A. Daemon
- B. Spyware
- C. Freeware
- D. Value-add

Answer: B

4. Which of the following is true of a mid-level offline instant storefront?

- A. It is easier to use than an online instant storefront.
- B. It is less likely to allow site customization features.
- C. It is more expensive than an online instant storefront.
- D. It provides fewer security options than an online instant storefront.

Answer: C

5. 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

6. Vera's new e-business failed in its second year because inventory levels were constantly depleted and she was unable to satisfy order fulfillment. The most likely underlying reason for the failure may be that Vera's business plan did not address:

- A. customer demographics.
- B. supply chain management.
- C. inventory storage requirements.
- D. marketing strategies and tactics.

Answer: B

7. 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

8. Mason runs an e-commerce site selling products from his business in Texas, which has a local sales tax of 7.5 percent. What would the tax rate be for a customer in Egypt?

- A. 0 percent
- B. 6.5 percent
- C. 7 percent
- D. 7.5 percent

Answer: A

9. 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

10. 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

11. 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

12. Which of the following requires you to provide redundant Internet connections to ensure site availability?

- A. Instant storefront
- B. In-house storefront
- C. Mid-level offline storefront

D. High-level offline storefront

Answer: B

13. In credit card transactions, which of the following occurs during the settlement phase?

- A. Credit card information is passed to a payment gateway.
- B. The processor verifies the credit card through the issuing bank.
- C. The acquiring bank transfers money to the merchant's account.
- D. The customer enters credit card information on a Web site and confirms the order.

Answer: C

14. Which of the following best describes an e-commerce transaction system?

- A. It operates like a chain: One broken link causes problems for the entire system.
- B. It operates like the open-source community: Individuals will not use propriety solutions.
- C. It operates like a retail sales transaction: Personal interaction influences buying decisions.
- D. It operates like an atomic reaction: One event sets off a series of events that quickly result in an explosion of activity.

Answer: A

15. 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

16. Which of the following is a disadvantage of an online storefront?

- A. High software costs
- B. Difficulty of administration

- C. Lack of control over security
- D. Specialized hardware requirements

Answer: C

17. Mark is the owner of a portal storefront that sells gaming software. What would be the most effective way for him to encourage repeat business?

- A. Use up-selling techniques to sell more advanced games.
- B. Provide a FAQ page and knowledge base for each game.
- C. Allow new customers a 10 percent discount on their first order.
- D. Offer discounts on game accessories during the checkout process.

Answer: B

18. Which of the following algorithms uses symmetric keys for encryption?

- A. AES
- B. MD5
- C. RSA
- D. SHA

Answer: A

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

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

Answer: C

20. Increasing the ability of a Web server to support a greater workload by increasing the resources on the server (for example, memory, processor speed, number of processors) is known as:

- A. sizing up.

- B. clustering.
- C. scaling up.
- D. scaling out.

Answer: C

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