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Exam Code: 1D0-425 CIW E-Commerce Designer

Demo Version

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QUESTION 1

Bashir wants to know how many people are visiting banner advertisers on his site. What should he measure to learn how often people are using the ads?

- A. Content screen flow
- B. Usability tests of the site
- C. Click-through ratio on the ads
- D. Image download rates of the ads

Answer: C

QUESTION 2

Alfonse is looking for a process by which online payments can be securely routed through an e-commerce site. Which of the following should he use?

- A. Automated clearing House
- B. Payment installer
- C. Payment pipeline
- D. Digital cash router

Answer: A

QUESTION 3

Which is the most common form of asynchronous service?

- A. Customer service
- B. Internet service
- C. E-mail
- D. Web service

Answer: C

QUESTION 4

Jorge is the e-commerce administrator for his company's Web site. He is considering which type of security mechanism his company should use to communicate with their vendors. He chooses a virtual private network. Which of the following reasons support Alan's decision?

- A. VPNs allow secure data communication using the Internet
- B. VPNs provide privileged access to secure public internet sites
- C. VPNs lower the transmission cost of packets containing multimedia-enriched data
- D. VPNs provide multiple virtual internet sites for companies at the lowest cost possible

Answer: A

QUESTION 5

Which HTML tag allows you to provide detail about your e-commerce site?

- A. <BODY>
- B. <TITLE>

- C. <META>
- D. <P>

Answer: C

QUESTION 6

The phase at which design concepts are joined with applications to form a total e-commerce environment is based on Organization and usage. What should the catalog designer consider at this step in the design process?

- A. Real-world usage of the site
- B. Operating systems
- C. Programming language
- D. Site colors

Answer: B

QUESTION 7

All of the following are factors upon which encryption strength is based, except:

- A. Secrecy of the key
- B. Length of the key
- C. Strength of the algorithm
- D. Name of the key

Answer: D

QUESTION 8

Which of the following can negatively affect usability on a web site?

- A. Using the latest browser technology throughout the site
- B. Providing a search function on the front page of the site
- C. Including a clickable label or icon next to each product that allows visitors to quickly add products to their shopping carts
- D. Providing a feedback page on the site

Answer: A

QUESTION 9

Which of the following is an accurate definition of a certificate authority?

- A. A trusted third-party organization or company that issues digital certificates to create digital signatures and public key pairs.
- B. A standard business-to-business commerce model that is designated for high-volume, low-dollar volume transactions
- C. An open protocol that facilitates transactions
- D. An internet governing body that sets security for the World Wide Web

Answer: A

QUESTION 10

Einstein has decided to have his Web site hosted by an outside service. He may be hosting some legally questionable material on his site. Which law limits liability and damages against the ISP, if legal action is taken against Einstein?

- A. No Electronic Theft (NET) Act
- B. The ISP Hosting Limitations Act
- C. The Digital millennium Copyright Act
- D. He W3C Electronic Liability Act

Answer: C

QUESTION 11

Maja wants to open an online store. She considers the advantages and disadvantages to decide whether an online store will be good for her business. Which of the following reasons should best convenience Maja to open her online store?

- A. E-commerce sites require a number of people to field customer requests.
- B. E-commerce sites offer superior non-repudiation over traditional commerce solutions.
- C. E-commerce sites offer limited hours of business, freeing her staff up for much needed holidays.
- D. E-commerce sites offer wider access to existing markets, and new access to undiscovered markets.

Answer: D

QUESTION 12

In one of the two basic models that exist for processing checks online, users fill out a form with their routing number and account number, then the online check-processing service prints a hard copy of that information in the form of a check. Which of the following choices describes the other basic model for processing checks online?

- A. The user is asked to telephone a central number for verification
- B. Information is sent to a government agency for verification
- C. Information is processed via electronic Funds Transfer
- D. Information is routed to a third-party vendor.

Answer: C

QUESTION 13

Louis is explaining key security concepts to his employer. Which term represents the protection against a wide variety of attacks against the communications between two parties?

- A. Security
- B. Cryptographic technique
- C. Hacking
- D. Non-repudiation

Answer: B

QUESTION 14

CyberCash, DigiCash, and DataCash are all examples of:

- A. Operating system
- B. Online payment gateways
- C. International currency
- D. Encryption methods

Answer: B

QUESTION 15

Hans wants to design a Web site for his company, but he is not familiar with usability issues. Which advice would you give Hans regarding usability testing?

- A. Test the site when it is near production ready
- B. Use a small cross-section of testers for more accuracy
- C. Do not allow the testers to take notes because this activity will distract them
- D. Provide assistance at every step of the testing process.

Answer: A

QUESTION 16

SSL is accomplished in seven steps. Which of the following choices describes the steps collectively known as the handshake?

- A. The client requests to connect to the secure server, and the server sends its pre-signed certificate to the client.
- B. The certificate authority validates the server to the client, and the client tells the server which types of encryption keys it supports.
- C. The server sends its pre-signed certificate to the client, and the client verifies that the certificate was issued by a trusted certificate authority.
- D. The client verifies that the certificate was issued by a trusted certificate authority, and the CA validates the server to the client.

Answer: A

QUESTION 17

Helmut is the site administrator for a small e-commerce site. His manager asks him to run some site metrics to determine which areas of the site are the most popular. Which of the following metrics would indicate the popular areas of the site?

- A. Number of hits per page graphics
- B. Number of hits per page
- C. Number of accesses from unique domains.
- D. Number of submitted feedback forms

Answer: B

QUESTION 18

Which term refers to the trusted third parties in the digital world that are comparable to notary publics in the physical world?

- A. Digital company's-signers
- B. Verifiers

- C. Certificate authorities
- D. Key pair verifiers

Answer: C

QUESTION 19

Andreas works for a large company that wants to implement a data exchange process with another large company. These two companies are especially focused on standardizing and securing the information that is sent between them. Which one of the following solutions should Andreas choose?

- A. A solution using electronic format interchange
- B. A solution using open buying on the internet
- C. A solution using secure electronic transactions
- D. A solution using secure sockets layer

Answer: A

QUESTION 20

Which aspect of cryptography is strongly protected by U.S export laws to enforce levels of security needs?

- A. Strong encryption
- B. Ciphers
- C. Encryption
- D. Cryptographic keys

Answer: A
