

# 1D0-525<sup>Q&As</sup>

CIW V5 E-Commerce Designer

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#### QUESTION 1

Which of the following is the most efficient strategy for detecting an attack on your company's e-commerce site?

- A. Conducting an audit
- B. Reviewing system logs
- C. Testing password strength
- D. Teaching employees about social engineering

Correct Answer: B

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#### QUESTION 2

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

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

Correct Answer: A

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#### QUESTION 3

What aspect of e-commerce marketing most significantly differentiates the use of a niche marketing strategy from that of a global marketing strategy?

- A. Advertising media choices
- B. Common customer interests
- C. Products and/or services offered
- D. Geographic distribution of the customers

Correct Answer: B

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#### QUESTION 4

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

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

Correct Answer: A

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#### QUESTION 5

In evaluating the various Web server, database and scripting-language options available for her company, Lindsay notices that Apache server, MySQL and PHP can be:

- A. purchased separately.
- B. licensed for a maximum of five years.
- C. run on Microsoft Windows, Linux and Solaris operating systems.
- D. easily administered by anyone with no Web application experience.

Correct Answer: C

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#### QUESTION 6

The purpose of a stress test is to determine:

- A. whether visitors can reach the site.
- B. whether more system RAM is necessary.
- C. whether a more powerful CPU is necessary.
- D. whether a performance bottleneck is present.

Correct Answer: D

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#### QUESTION 7

Some Web servers can be configured to listen for HTTP requests for multiple Web sites on a single server. Which of the following steps can be taken to configure multiple Web sites to use port 80 as their default and to secure transactions?

- A. Use separate host header names for each Web site.
- B. Configure the firewall to accept multiple HTTP requests.

- C. Bind multiple IP addresses to a single NIC on the server.
- D. Install IIS and Apache on the same server to host multiple Web sites.

Correct Answer: C

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#### QUESTION 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

Correct Answer: A

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#### QUESTION 9

Which of the following describes a targeted marketing program?

- A. A program that targets a specific group of interested people
- B. A program that targets the broadest group of people in the most countries around the world
- C. A program that selects the largest array of products and markets them to those most likely to purchase products online
- D. A program that selects the smallest array of products and markets them to those most likely to purchase products online

Correct Answer: A

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#### QUESTION 10

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.

Correct Answer: B

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#### QUESTION 11

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

Correct Answer: C

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#### QUESTION 12

Tomas receives multiple e-mail notices after he successfully places an online order with a book retailer. What is the customary sequence of order e-mail notices?

- A. Order shipped, order processed, order charged to the credit card
- B. Order address verified, order shipped, order charged to the credit card
- C. Order fulfilled, order processed, order shipped with tracking number assigned
- D. Order processed, order status confirmed, order shipped with tracking number

Correct Answer: D

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#### QUESTION 13

Which of the following is a primary concern when configuring a shopping-cart system?

- A. The initial connection cost
- B. Compatibility with ODBC and ASP
- C. Payment gateway support of SSL/TLS
- D. Compatibility with the payment gateway

Correct Answer: D

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**QUESTION 14**

Which party in an electronic funds transfer uses the Automated Clearing House (ACH) network to clear funds?

- A. The Web customer
- B. The Web merchant
- C. The Web merchant's bank
- D. The Web customer's bank

Correct Answer: C

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**QUESTION 15**

What is the name for a tax on goods that are shipped internationally?

- A. Tariff
- B. Sales tax
- C. Tax barrier
- D. Value-added tax (VAT)

Correct Answer: A

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