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QUESTION 1

Which of the following strategies is best for implementing bulk e-mailing to customers?

- A. Buy an e-mail list from a vendor that sells a similar product.
- B. Give customers the option to receive or to stop receiving bulk e-mail.
- C. Send e-mail messages to all customer e-mail addresses collected at the time of purchase.
- D. Generate a list of e-mail addresses from a directory listing of people who work in the same field as your company.

Correct Answer: B

QUESTION 2

Consuela is updating her company's Web site. She wants to add an image that is 1,414 pixels by 724 pixels. Her site audience generally uses a monitor resolution of 1024x768. Using Fireworks, how can she adjust the image to fit the users' monitors?

- A. Resample the image to adjust the print size.
- B. Resample the image to increase the resolution.
- C. Resample the image to decrease the color depth.
- D. Resample the image to decrease the pixel dimensions.

Correct Answer: D

QUESTION 3

Brent wants to use the same image on each page of his site, but wants to have a different color in a part of that image from one page to the next. Using an image software editor, he decides to create a master layered image with the changes on their own layer. Which file format would allow Brent to accomplish this task?

- A. GIF
- B. JPG
- C. PNG
- D. BMP

Correct Answer: C

QUESTION 4

You are working for a financial services company. The company has a Web site that allows its customers to review their



statements online. Your Web site uses the Document Object Model (DOM), ActiveX, JavaScript and Java. Which of these technologies is most likely to cause customers problems with their browsers when they try to access information?

- A. Java
- B. ActiveX
- C. JavaScript
- D. Document Object Model (DOM)

Correct Answer: B

QUESTION 5

Which of the following is the minimal requirement for an XML document?

- A. It must be delimited.
- B. It must be well-formed.
- C. It must be embedded within HTML code.
- D. It must be embedded within XHTML code.

Correct Answer: B

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