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QUESTION 1

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.

Correct Answer: C

QUESTION 2

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

Correct Answer: B

QUESTION 3

What are the basic steps for retrieving data for display?

A. Predefine SQL strings, authenticate, format for display.

B. Define the server name, name the database, authenticate the credentials.

C. Connect to a database server, pass the SQL command, retrieve the results.

D. Authenticate to a database server, format for display, retrieve the data results.

Correct Answer: C

QUESTION 4

Tom has encountered a problem with the Apache server installation on his company\\'s server. Because he does not have an immediate solution to the problem, he should contact:

A. the Apache Help desk.

B. the Apache service staff.

C. the Apache live Help service.

D. the Apache user online forum.

Correct Answer: D

QUESTION 5

After using your Web browser to test a few purchases on your staging server, you find that the shopping cart has carried forward purchases from several earlier transactions. What steps should you take first to solve this problem?

A. Close and reopen the browser, and then use the shopping cart again.

B. Delete the system DSN and re-create it, and then use the shopping cart again.

C. Test your e-commerce software on the production server, and then use the shopping cart again.

D. Delete the database and reinstall it using the same parameters, and then use the shopping cart again.

Correct Answer: A