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**QUESTION 1**

Which of the following market models is considered industry-centric that is, a model in which all the businesses in a particular market are involved in the same industry?

- A. B2C market
- B. Open market
- C. Vertical market
- D. Horizontal market

Correct Answer: C

QUESTION 2

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.

Correct Answer: A

QUESTION 3

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.

Correct Answer: C

QUESTION 4



Maggie is developing a site that allows purchases to be made online. What technology should she use to enable security measures on this site?

- A. SSL
- B. SET
- C. HTTP
- D. S-HTTP

Correct Answer: A

QUESTION 5

Which of the following describes an effective target-marketing program for a company that sells kayak accessories to distributors?

- A. Sending an e-mail advertisement to those who sell kayaks to outdoor enthusiasts
- B. Sending an e-mail advertisement to everyone who has indicated an interest in outdoor activities
- C. Placing a banner advertisement on a third-party Web site that sells kayaks to outdoor enthusiasts
- D. Placing a banner advertisement on a third-party Web site that sells touring packages to the Caribbean

Correct Answer: A

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