



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

CIW V5 E-Commerce Designer

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**QUESTION 1**

A retail business that advertises and markets using traditional print materials has decided to expand its marketing reach and increase revenue by developing an online catalog. Which of the following is the primary objective?

- A. Personalizing the site
- B. Creating an effective selling tool
- C. Creating a visually attractive catalog
- D. Converting the existing print catalog into HTML

Correct Answer: B

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**QUESTION 2**

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 3**

What type of storefront would be most appropriate for an individually owned business that deals in items without a set retail price, such as antiques?

- A. Online portal
- B. Auction package
- C. Instant storefront
- D. In-house solution

Correct Answer: B

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**QUESTION 4**



Most Web sites that use online advertising can be divided into two site categories based on how the sites benefit from the advertising. What are these two e-commerce site categories?

- A. Referrer sites and marketer sites
- B. Referrer sites and publisher sites
- C. Publisher sites and marketer sites
- D. Marketer sites and advertising sites

Correct Answer: C

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#### QUESTION 5

Which of the following is true of a mid-level offline instant storefront?

- A. It is easier to use than an online instant storefront.
- B. It is less likely to allow site customization features.
- C. It is more expensive than an online instant storefront.
- D. It provides fewer security options than an online instant storefront.

Correct Answer: C

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