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QUESTION 1

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

QUESTION 2

Which of the following describes a referrer program?

A. One site pays another site for the traffic it sends; traffic is directed in one direction.

B. One site pays several sites for traffic it sends; traffic is generated in multiple directions.

C. A third party verifies referrals from one site to another site as traffic flows from one to the other.

D. Referrals occur only after a company pays a commission for them; traffic is directed in one direction.

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

An attack has affected a commercial server providing customized Web content services to Michael\\'s e-commerce site. The attack is most likely an example of:

A. registrar database tampering.

B. certificate authority (CA) infiltration.

C. Application Service Provider (ASP) infiltration.

D. Secure Electronic Transactions (SET) corruption.

Correct Answer: C

QUESTION 5

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

QUESTION 6

What is the first step in improving your Web server\\'s performance?

A. Upgrade the server\\'s CPU.

B. Upgrade the server\\'s RAM.

C. Monitor performance and create a baseline.

D. Determine the efficiency of the CGI applications.

Correct Answer: C

QUESTION 7

What step would be appropriate before launching an e-commerce site with a newly installed payment gateway?

A. Contact the issuing bank to verify connections.

B. Contact the acquiring bank to verify connections.

C. Test the system using various payment methods.

D. Register the gateway with accepted credit card issuers.

Correct Answer: C

QUESTION 8

You are transitioning from a traditional "brick-and-mortar storefront that accepts credit cards to a new e-commerce storefront. Which payment method would be most appropriate during the transition?

A. Cash on delivery (c.o.d.)

B. Open Buying on the Internet (OBI)

C. Credit card with offline processing

D. Advance payment using check or money order

Correct Answer: C

QUESTION 9

Winnie has collected the physical evidence of an attack on her company\\'s Web site, including the Web server, hard disk drives, site traffic and firewall logs. Which less tangible evidence could be lost?

A. ISP router records

B. User authentication data

C. IP address traceroute data

D. System data stored in RAM

Correct Answer: D

QUESTION 10

The main purpose of monitoring e-commerce Web server resources and performance (including bandwidth, uptime, downtime and network usage) is to ensure: A. site availability.

B. visitor satisfaction.

C. cost-effectiveness.

D. increased profitability.

Correct Answer: A

QUESTION 11

Which of the following are common methods for tracking customers in a referrer program?

A. Customer names, landing page hit counts, page redirections

B. Cookies, page redirections, specialized URLs with ID numbers

C. Cookies, Web server referrer agent log files, registered user names

D. Web browser tracking files, sales commission records, customer names

Correct Answer: B

QUESTION 12

Paul conducts business in a country that levies a value-added tax (VAT) on all goods purchased within its borders. What must Paul configure in order to add a VAT automatically to the total cost of a purchase?

A. The shopping cart

B. The payment gateway

C. The inventory database

D. The purchasing database

Correct Answer: A

QUESTION 13

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 14

An e-commerce site administrator believes that her site\\\'s security has been compromised. The most important participants of her recovery plan are the Web team, law enforcement and the:

A. marketing department.

B. certificate authority (CA).

C. server software publisher.

D. Internet Service Provider (ISP).

Correct Answer: D

QUESTION 15

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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