

1D0-520^{Q&As}

CIW V5 Site Designer

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QUESTION 1

Homer has been asked to create a monthly advertising message and send it by bulk e-mail to all e-mail addresses collected from customers who have purchased products from the company. What should Homer include in the bulk e-mail message to ensure customer privacy?

- A. The customer's e-mail address in the body of the message
- B. A section in which recipients can provide feedback about the company
- C. An opt-in option to receive additional similar messages from related companies
- D. An opt-out option for recipients to stop receiving future advertising messages from the company

Correct Answer: D

QUESTION 2

Image slicing involves:

- A. selecting rectangular sections of a larger graphic to be divided into smaller images during export.
- B. creating an animated GIF file from a single large image file to decrease perceived download time.
- C. merging several small image files into a single large image file to simplify placement on the Web page.
- D. selecting sections of a single image and saving them as separate JPG files in a specially created folder.

Correct Answer: A

QUESTION 3

You are creating a Web site for a customer, which will have many pages. You want to implement a single style sheet to control all the pages on the site. Which of the following would be the preferred method for doing so?

- A. Use an internal style sheet.
- B. Use an external style sheet.
- C. Use an exported style sheet.
- D. Use an embedded style sheet.

Correct Answer: B

QUESTION 4

Both versions of GIF files support small file size, lossless compression and transparency. Which of the two GIF versions also supports animation and interlacing?

A. 87a

B. 87b

C. 89a

D. 89b

Correct Answer: C

QUESTION 5

Which of the following would be an effective way to attract customers to your site without violating end-user trust and privacy?

A. Use metadata effectively and appropriately.

B. Use pop-up advertisements for weekly specials.

C. Send e-mail to all current and potential customers.

D. Design trademarks and logos to resemble those of competitors.

Correct Answer: A

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