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QUESTION 1

Which party in an electronic funds transfer uses the Automated Clearing House (ACH) network to clear funds?

- A. The Web customer
- B. The Web merchant
- C. The Web merchant's bank
- D. The Web customer's bank

Correct Answer: C

QUESTION 2

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 3

The purpose of a stress test is to determine:

- A. whether visitors can reach the site.
- B. whether more system RAM is necessary.
- C. whether a more powerful CPU is necessary.
- D. whether a performance bottleneck is present.

Correct Answer: D

QUESTION 4

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 5

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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