

1D0-525^{Q&As}

CIW V5 E-Commerce Designer

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QUESTION 1

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 2

Denying that a payment transaction took place is known as:

- A. repudiation.
- B. nonrepudiation.
- C. poor data integrity.
- D. negative authentication.

Correct Answer: A

QUESTION 3

Which of the following is the most efficient strategy for detecting an attack on your company's e-commerce site?

- A. Conducting an audit
- B. Reviewing system logs
- C. Testing password strength
- D. Teaching employees about social engineering

Correct Answer: B

QUESTION 4

Marty included a banner ad for her online MP3 player store on a music download Web site. She found that 72 percent of users who visited the site via banner ad click through became customers. Which of the following is the term for this percentage?

- A. Exposure rate
- B. Purchase rate
- C. Conversion rate
- D. Clickthrough rate

Correct Answer: C

QUESTION 5

Vera's new e-business failed in its second year because inventory levels were constantly depleted and she was unable to satisfy order fulfillment. The most likely underlying reason for the failure may be that Vera's business plan did not address:

- A. customer demographics.
- B. supply chain management.
- C. inventory storage requirements.
- D. marketing strategies and tactics.

Correct Answer: B

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