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CIW V5 E-Commerce Designer

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QUESTION 1

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 2

Alcazar wants to host three Web sites on the same computer, and to use SSL for transactions on each site. Which of the following methods for hosting multiple Web sites would be most suitable?

A. Use three separate ports.

B. Bind three IP addresses to the server.

C. Use three separate host header names.

D. Use server virtualization software to run multiple operating systems.

Correct Answer: B

QUESTION 3

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 4

Which of the following site creation models would be most appropriate for a site needing customer relationship management (CRM) and personalization?

A. Online instant storefront

B. Mid-level online instant storefront

C. Mid-level offline instant storefront

D. High-level offline instant storefront

Correct Answer: D

QUESTION 5

Which of the following describes a root certificate authority (CA)?

A. A CA that cannot be brought offline

B. A CA that has an unlimited validity period

C. A CA that uses LDAP to transmit its credentials to other CAs

D. A CA that signs its own certificate and certifies itself as legitimate

Correct Answer: D

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