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QUESTION 1

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 2

Most e-commerce servers use a to connect to a relational database.

- A. definition script
- B. connection string
- C. secure set identifier
- D. Document Type Definition (DTD)

Correct Answer: B

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

In evaluating the various Web server, database and scripting-language options available for her company, Lindsay notices that Apache server, MySQL and PHP can be:

- A. purchased separately.
- B. licensed for a maximum of five years.
- C. run on Microsoft Windows, Linux and Solaris operating systems.
- D. easily administered by anyone with no Web application experience.

Correct Answer: C

QUESTION 5

Which of the following demonstrates the importance of manual transaction processing?

- A. It enables vendors to receive multiple orders of different items.
- B. It enables customers to send an item to an alternative address.
- C. It enables vendors to complete a customer return request by telephone.
- D. It enables customers to use a dial-up connection to perform a transaction.

Correct Answer: C

QUESTION 6

What type of storefront would be most appropriate for an individually owned business that deals in items without a set retail price, such as antiques?

- A. Online portal
- B. Auction package
- C. Instant storefront
- D. In-house solution

Correct Answer: B

QUESTION 7

You want to configure a second Web site on a server. Which of the following most efficiently ensures that requests are properly processed by this second Web server for customers around the world?

- A. A host header value

- B. The server's hosts file
- C. Secure Sockets Layer (SSL)
- D. The hosts file on user systems

Correct Answer: A

QUESTION 8

Mark is the owner of a portal storefront that sells gaming software. What would be the most effective way for him to encourage repeat business?

- A. Use up-selling techniques to sell more advanced games.
- B. Provide a FAQ page and knowledge base for each game.
- C. Allow new customers a 10 percent discount on their first order.
- D. Offer discounts on game accessories during the checkout process.

Correct Answer: B

QUESTION 9

To perform at the maximum level of security, digital certificates must be:

- A. guaranteed by VeriSign.
- B. issued by a trusted third party.
- C. verified digitally by a notary public.
- D. issued 30 days before the site goes live.

Correct Answer: B

QUESTION 10

Before you can conduct usability testing, you should:

- A. identify your potential customers.
- B. identify browser compatibility issues.
- C. publish your site to a production server.

D. identify the most-traveled path of your site.

Correct Answer: A

QUESTION 11

Which of the following is a primary concern when configuring a shopping-cart system?

- A. The initial connection cost
- B. Compatibility with ODBC and ASP
- C. Payment gateway support of SSL/TLS
- D. Compatibility with the payment gateway

Correct Answer: D

QUESTION 12

The details of an e-commerce site order can be kept in memory, stored on the visitor's computer or stored on the Web server. This ability to remember the details of an order is known as:

- A. profiling an order.
- B. tracking an order.
- C. persisting an order.
- D. filling the shopping cart.

Correct Answer: C

QUESTION 13

Which of the following requires you to provide redundant Internet connections to ensure site availability?

- A. Instant storefront
- B. In-house storefront
- C. Mid-level offline storefront
- D. High-level offline storefront

Correct Answer: B

QUESTION 14

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

QUESTION 15

Increasing the ability of a Web server to support a greater workload by increasing the resources on the server (for example, memory, processor speed, number of processors) is known as:

- A. sizing up
- B. clustering.
- C. scaling up.
- D. scaling out.

Correct Answer: C

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