

100% Money Back
Guarantee

Vendor:CIW

Exam Code:1D0-525

Exam Name:CIW V5 E-Commerce Designer

Version:Demo

QUESTION 1

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 2

Mortimer is creating an e-business site for an international supplier of exotic flower bulbs. Many customers are loyal purchase-club members. He has decided to use a virtual catalog in the construction of the site. Which of the following practices pertaining to implementing a virtual catalog should be avoided?

- A. Managing pricing in multiple currencies
- B. Implementing special pricing rules for club members
- C. Making multiple base catalogs appear as a single catalog to customer
- D. Adding new items to the virtual catalog to add duplicate database entries

Correct Answer: D

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

Nain is a front-desk receptionist at a large corporation. After a recent payday for the employees, Nain received a phone call from someone claiming to be an employee who was out-of-state on an assignment. This person asked Nain whether his check had been deposited, and to verify that the check was written to a specific account name and bank routing number. This occurrence may be a type of attack known as a:

- A. phishing attack.
- B. pharming attack.
- C. denial-of-service attack.
- D. social-engineering attack.

Correct Answer: D

QUESTION 5

After using your Web browser to test a few purchases on your staging server, you find that the shopping cart has carried forward purchases from several earlier transactions. What steps should you take first to solve this problem?

- A. Close and reopen the browser, and then use the shopping cart again.
- B. Delete the system DSN and re-create it, and then use the shopping cart again.
- C. Test your e-commerce software on the production server, and then use the shopping cart again.
- D. Delete the database and reinstall it using the same parameters, and then use the shopping cart again.

Correct Answer: A

QUESTION 6

You are planning to install a database server in a mission-critical environment. What is the best way to ensure continuous data availability and reliability?

- A. Provide fail-over clustering.
- B. Install a multiprocessor server.
- C. Establish a strict security policy.
- D. Install multiple hot-swappable hard disk drives.

Correct Answer: A

QUESTION 7

Which of the following pieces of information will best help you determine the number of transactions your database server can accommodate?

- A. Maximum uptime requirements
- B. Minimum installation requirements
- C. The number of database tables required
- D. The number of concurrent user connections

Correct Answer: D

QUESTION 8

Which of the following is the most effective strategy (as opposed to a tactic) for entering a new business market?

- A. Hire a marketing team.
- B. Target new customers.
- C. Obtain customer referrals.
- D. Contact an advertising agency.

Correct Answer: B

QUESTION 9

What is the result of an e-commerce HTTP server that processes the input queue at a rate equal to or greater than that of incoming requests?

- A. A bottleneck occurs.
- B. Network bandwidth decreases.
- C. The server performs adequately.
- D. The site visitor experiences a delay.

Correct Answer: C

QUESTION 10

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 11

The certificate authority (CA) cryptographically signs a certificate file with its private key. Anyone can verify the certificate signature with the public key. This is known as:

- A. hash encryption.
- B. binary-key encryption.
- C. symmetric-key encryption.
- D. asymmetric-key encryption.

Correct Answer: D

QUESTION 12

Which of the following statements about PayPal is accurate?

- A. PayPal does not offer currency conversion for international customers.
- B. Your customers will be directed away from your site for payment processing.
- C. PayPal does not allow your customers to use major credit cards for purchases.
- D. Payment processing uses weak encryption standards and is vulnerable to fraud.

Correct Answer: B