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CIW E-COMMERCE DESIGNER

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QUESTION NO: 1

As an e-commerce site developer, Orjan is presenting the advantages of e-commerce to his manager. Which of the following is considered an advantage of e-commerce?

- A. E-commerce always improves business processes.
- B. E-commerce streamlines the customer-to-merchant relationship.
- C. E-commerce revenue is more valuable.
- D. E-commerce increases direct contact with the customer.

Answer: B

QUESTION NO: 2

A major problem for e-commerce sites is integrating new transactional software with the legacy systems that manage inventory for the company. Which example demonstrates a problem that results from this lack of integration?

- A. Slow processing time common to online transactional systems
- B. Customer satisfaction issues because current inventory information may not be available
- C. A lack of personal contact between the seller and buyer in e-commerce transactions
- D. Frequent outages because of hacker attacks on those e-commerce systems that are less secure than their legacy counterparts

Answer: B

QUESTION NO: 3

Which of the following best describes Open Buying on the Internet (OBI)?

- A. A protocol that uses encryption in which one key is used to encrypt and decrypt the messages sent over a secure line
- B. An Internet standard designed for high-volume, low-dollar transactions
- C. The interorganizational exchange of documents in standardized electronic form directly between participating computers
- D. An Internet standard that protects merchants by verifying identities of customers, and protects customers by shielding their credit card numbers from merchants

Answer: B

QUESTION NO: 4

Siobhan must choose which type of e-commerce implementation to use for her business. After evaluating the possible solutions, she concludes that she needs the option to administer her site from almost anywhere. Which solution should she choose?

- A. An offline instant storefront
- B. An online in-house storefront
- C. An online storefront
- D. An offline storefront

Answer: C

QUESTION NO: 5

SSL is accomplished in seven steps. Which of the following choices describes the steps collectively known as the handshake?

- A. The client requests to connect to the secure server, and the server sends its pre-signed certificate to the client.
- B. The server sends its pre-signed certificate to the client, and the client verifies that the certificate was issued by a trusted certificate authority (CA).
- C. The certificate authority (CA) validates the server to the client, and the client tells the server which types of encryption keys it supports.
- D. The client verifies that the certificate was issued by a trusted certificate authority (CA), and the CA validates the server to the client.

Answer: A

QUESTION NO: 6

Orjan has several online payment models for his e-commerce site. Which payment model is the easiest he can implement?

- A. Cash
- B. Debit
- C. Draft
- D. Credit

Answer: D

QUESTION NO: 7

All of the following types of certificates are currently used, EXCEPT:

- A. certificate authority certificate.
- B. system certificate.
- C. personal certificate.
- D. server certificate.

Answer: B

QUESTION NO: 8

Which of the following is the most difficult payment model to implement using electronic commerce?

- A. The check model
- B. The credit model
- C. The electronic funds transfer
- D. The cash model

Answer: D

QUESTION NO: 9

Lashonda must explain the use of certificate authorities (CAs) to her colleagues. Which of the following statements about CAs is accurate?

- A. A CA will offer effective customer relations and support.
- B. A CA can offer a company the necessary community to develop customer loyalty.
- C. A CA can offer the ability for a Web server to support more customer transactions.
- D. A CA can offer identification and trust to a customer.

Answer: D

QUESTION NO: 10

Lashonda must explain the use of certificate authorities (CAs) to her colleagues. Which of the following statements about CAs is accurate?

- A. A CA can offer a company the necessary community to develop customer loyalty.
- B. A CA can offer identification and trust to a customer.
- C. A CA can offer the ability for a Web server to support more customer transactions.