

EC0-232 – E-Commerce Architect

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EC0-232 Practice Exam Questions Demo

QUESTION: 1

You want to buy stock in company, and you need some unbiased information about the company's business practices.

Which is the best way to learn objective information?

- A. Visit the company Web site.
- B. Research the company in a newsgroup
- C. Create mailing list that sends messages to several employees in the company asking them for information
- D. Review the company's stock at Yahoo. Com.

Answer: A.

QUESTION: 2

Which of the following is a virtual corporation?

- A. Two companies combine resource to market a new product. They hope to continue this relationship well into the future.
- B. B Two Internet companies merge to expand their product lines.
- C. An organization disturbed geographically and whose work is coordinated through electronic communication.
- D. Two companies combine resources to market a new product. They know this product can only be sold for the next 3 months.

Answer: C

QUESTION: 3

The first step to becoming an e- commerce business is?

- A. Adopting a sustainable business strategy.
- B. Making sure there is enough technology on hand to back the endeavor.
- C. Setting up a time sequence for the Web site preparation.
- D. Building a base of loyal customers who will use the site.

Answer: C

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QUESTION: 4

You passed your college final exams and earned a degree in history. Now you want to publish a Web page that helps other college students effectively study for their final exams.

What information can you legally post on your Web site without committing copyright infringement?

- A. you can publish historical facts that were tested on the exams as long as you express them in your own words.
- B. You can publish text that you copied from books assigned in your courses because the historical facts described in the copied text are public domain.
- C. You can publish the exam questions exactly as you saw them worded on the final exams because you now have a history degree from that college.
- D. You cannot publish a Web page that even mentions your college history exams unless you are an employee of the college.

Answer: A

QUESTION: 5

Jack understands the need to plan her web site before she starts writing HTML. After planning her tables, she decided to place two smaller tables inside a larger table.

What is this technique called?

- A. Stacked Tables
- B. Nested Tables
- C. Horned Tables
- D. CSS tables

Answer: B

QUESTION: 6

Which one of the following graphic formats is best suited for displaying line art on a computer monitor?

- A. Bitmap
- B. Dithering
- C. Pixel
- D. Vector

Answer: D

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QUESTION: 7

What is a cookie?

- A. An executable file placed on computers hard drive by a Web site together information about the computer user's preferences
- B. A security directory on a computer's hard drive that can accept or reject download from a Web site.
- C. A text file that is initially sent from a web site to a client computer, used to collect information from the client.
- D. An alert dialog box that wants you when marketing information is placed on your computer by Web site.

Answer: C

QUESTION: 8

Company Alpha Beta Comma is using the Internet to sell online. Their site includes product information and a search engine.

What level of ED development are they at?

- A. Basic Presence
- B. Prospecting
- C. Business Integration
- D. Business transformation

Answer: B

QUESTION: 9

Which of the following is not considered to be ethically questionable by the majority of Web users?

- A. Selling customer lists without the customers' knowledge
- B. Using cookies
- C. Selling online
- D. Spamming

Answer: C

QUESTION: 10

Which of the following services does an automated search service provide?

- A. Searches for auction sites where a particular product may be sold.

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- B. Searches several auction sites for a particular product based on a database of user likes and dislikes.
- C. Searches several auction sites for a particular product selected by the user and bids on that item.
- D. Searches several auction sites for a particular product selected by the user.

Answer: B

QUESTION: 11

The real power of e-commerce lies in:

- A. The speed with which transactions can be carried out.
- B. Having the right product in the right place at the right time.
- C. The integration of relationships among merchants and suppliers for better customer service.
- D. Electronic transfer of monies.

Answer: C

QUESTION: 12

When you are ready to design the site, it is neither safe nor prudent for you to:

- A. Hire someone unfamiliar with your company to design the site.
- B. Let a committee work with the site developer.
- C. Look at many different Web designers before choosing one.
- D. Build your own Web site without advice.

Answer: A

QUESTION: 13

What does the term "banner blindness" refer to?

- A. The growing trend of adding interactivity to banner advertisements to increase their visibility.
- B. The anonymous tracking of banner impressions and browsing behaviors across multiple sites.
- C. The refusal of companies to acknowledge banner advertising as a valuable advertising medium.
- D. The growing trend of visitors completely ignoring banner advertisements.

Answer: D

QUESTION: 14

What is a benefit of Frequently Asked Questions (FAQ)?

- A. Allows the customer to quickly find answers to questions.
- B. The answers can change dynamically based on the questions.
- C. The merchant is able to avoid questions by answering common ones up front.

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D. The merchant is able to answer questions at a lower cost.

Answer: A

QUESTION: 15

Mike's business plan calls for him to coordinate several businesses together in one exchange. Together, he hopes that this group of businesses will receive better pricing from the big vendors.

What type of model is Mike using?

- A. B2B portal
- B. Buyer Aggregation
- C. Supplier Aggregation
- D. B2B Auction

Answer: B

QUESTION: 16

Why is a shopping cart used on an E-Commerce site?

- A. To provide a universal graphic that states that all items purchased on a site with the shopping cart logo have a delivery guarantee.
- B. To provide a universal graphic that states that the site supports online secure transactions.
- C. To provide a familiar mechanism to collect multiple items, show prices, quantity, shipping costs, and taxes of items selected for purchase.
- D. To provide a convenient functional replacement for the checkout page on a traditional E-Commerce site.

Answer: C

QUESTION: 17

You're designing an E-Commerce Web site that sells to consumers. You need a unique identifier to assign to each visitor, so their activities can be tracked.

Based on the above scenario, which one of the following choices is a secure and reliable way doing this?

- A. Keep their IP Address in the Web Server's memory.
- B. Put their email address in a cookie.
- C. Store their IP Address in a Database.

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D. Give them a cookie with a Unique ID, then store it in a database.

Answer: D

QUESTION: 18

An express warranty is:

A. A warranty offered orally or in writing by the maker of the product.

B. Evidence of the seller's intention to protect the business from unwanted liability.

C. Based on the assumption that the producer of a product is in the position to reduce risks and insure against injuries that could result.

D. An assurance made by the seller about the goods sold.

Answer: B

QUESTION: 19

In Banking Systems, Electronic Transactions occur when money is transferred between accounts.

Based on the above, if an error prevents the transaction from completing, which one of the following must happen to return the system to its previous state?

A. Nothing special needs to happen.

B. The transaction must be committed to compensate for the error.

C. A compensating transaction must be added.

D. The transaction must roll back.

Answer: D

QUESTION: 20

What are the basic privacy protection issues?

A. Notice/awareness
Understanding
Access/participation
Integrity/security

B. Notice/awareness
Understanding
Access/participation
Integrity/security

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Enforcement/redress

C. Notice/awareness

Choice/consent

Access/participation

Integrity/security

D. Notice/awareness

Choice/consent

Access/participation

Integrity/security

Enforcement/redress

Answer: D

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