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**CIW v5 E-Commerce Designer**

**CIW 1D0-525**

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## QUESTION NO: 1

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

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

**ANSWER: A**

## QUESTION NO: 2

Online credit-card transactions require a payment gateway. Payment gateway software can be installed on your Web server or hosted online. After you install a payment gateway, you must:

- A. configure the gateway to work with your e-commerce server.
- B. install the e-commerce database system.
- C. select and establish a compatible merchant account.
- D. develop an effective marketing strategy.

**ANSWER: A**

## QUESTION NO: 3

Isabelle, a site administrator, has just analyzed her Web site's traffic and discovered that many users abandon the site when they reach a particular page. Which source of Web site data can Isabelle use to analyze this pattern?

- A. Hit counters
- B. Page weight
- C. Page rankings
- D. Server logs

**ANSWER: D**

## QUESTION NO: 4

Tom has encountered a problem with the Apache server installation on his company's server. Because he does not have an immediate solution to the problem, he should contact:

- A. the Apache user online forum.
- B. the Apache Help desk.
- C. the Apache service staff.
- D. the Apache live Help service.

**ANSWER: A**

## QUESTION NO: 5

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

**ANSWER: B**

## QUESTION NO: 6

What is the term for using a single secret key to both encrypt and decrypt your data?

- A. Asymmetric-key encryption
- B. Hash encryption
- C. Symmetric-key encryption
- D. Binary-key encryption

**ANSWER: C**

## QUESTION NO: 7

A large company with an adequate staff and funding wants to implement an e-commerce storefront. Which of the following methods would be most suitable for this company?

- A. In-house solution
- B. Offline solution
- C. Instant storefront
- D. Online solution

**ANSWER: A**

## QUESTION NO: 8

Blogads are:

- A. ads placed in a Web log.
- B. ads viewed by younger, less affluent users.
- C. a low-traffic segment of the Internet.
- D. banner exchange programs.

**ANSWER: A**

## QUESTION NO: 9

Under Secure Electronic Transactions (SET), which three parties involved in a transaction are required to use the SET protocol?

- A. The broker, the merchant, the customer
- B. The customer, the credit card company, the bank
- C. The merchant, the bank, the customer
- D. The wholesaler, the merchant, the bank

**ANSWER: C**

## QUESTION NO: 10

What is the name for a tax on goods that are shipped internationally?

- A. Sales tax
- B. Value-added tax (VAT)
- C. Tariff
- D. Tax barrier

**ANSWER: C**