



# 1D0-525<sup>Q&As</sup>

CIW V5 E-Commerce Designer

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#### QUESTION 1

Which of the following site creation models would be most appropriate for a site needing easy administration and implementation as well as minimal business owner control?

- A. Online instant storefront
- B. Mid-level online instant storefront
- C. Mid-level offline instant storefront
- D. High-level offline instant storefront

Correct Answer: A

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#### QUESTION 2

Which of the following describes a targeted marketing program?

- A. A program that targets a specific group of interested people
- B. A program that targets the broadest group of people in the most countries around the world
- C. A program that selects the largest array of products and markets them to those most likely to purchase products online
- D. A program that selects the smallest array of products and markets them to those most likely to purchase products online

Correct Answer: A

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#### QUESTION 3

Which of the following is the most effective strategy for conducting an opt-in e-mail marketing campaign?

- A. Send e-mail messages once a day to initial contacts for the first two weeks.
- B. Send e-mail messages once every two weeks to follow up on an initial contact.
- C. Create an executable Java application as an e-mail attachment that describes the company.
- D. Create an executable ActiveX application as an e-mail attachment that describes the company.

Correct Answer: B

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#### QUESTION 4



What security protocol typically allows Web-based applications to pass data securely by providing an encrypted channel?

- A. SET
- B. SSH
- C. SSL
- D. HTTP

Correct Answer: C

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#### QUESTION 5

What is the single most important result of any marketing strategy?

- A. Number of products sold
- B. Dollars generated in sales
- C. Return On Investment (ROI)
- D. Cost of the marketing campaign

Correct Answer: C

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