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QUESTION 1

Denying that a payment transaction took place is known as:

A. repudiation.

B. nonrepudiation.

C. poor data integrity.

D. negative authentication.

Correct Answer: A

QUESTION 2

What are the basic steps for retrieving data for display?

A. Predefine SQL strings, authenticate, format for display.

B. Define the server name, name the database, authenticate the credentials.

C. Connect to a database server, pass the SQL command, retrieve the results.

D. Authenticate to a database server, format for display, retrieve the data results.

Correct Answer: C

QUESTION 3

Maggie is developing a site that allows purchases to be made online. What technology should she use to enable security measures on this site?

A. SSL

B. SET

C. HTTP

D. S-HTTP

Correct Answer: A

QUESTION 4

Which of the following describes an effective target-marketing program for a company that sells kayak accessories to distributors?

A. Sending an e-mail advertisement to those who sell kayaks to outdoor enthusiasts

B. Sending an e-mail advertisement to everyone who has indicated an interest in outdoor activities

C. Placing a banner advertisement on a third-party Web site that sells kayaks to outdoor enthusiasts

D. Placing a banner advertisement on a third-party Web site that sells touring packages to the Caribbean

Correct Answer: A

QUESTION 5

Which of the following is true of high-level offline storefronts?

A. They require the greatest amount of expertise to use properly.

B. They use only proprietary encryption and data-formatting standards.

C. They require the site to be taken offline whenever a change is made.

D. They are not designed to support business-to-business (B2B) needs.

Correct Answer: A

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