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CIW V5 E-Commerce Designer

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QUESTION 1

The goals for effective usability in an e-commerce site are to get customers to:

A. visit, learn and return.

B. find, learn and review.

C. visit, learn and purchase.

D. find, compare and revisit.

Correct Answer: C

QUESTION 2

Which of the following site creation models would be most appropriate for a site needing customer relationship management (CRM) and personalization?

A. Online instant storefront

B. Mid-level online instant storefront

C. Mid-level offline instant storefront

D. High-level offline instant storefront

Correct Answer: D

QUESTION 3

What information is required to make a customer comfortable with making a purchase?

A. A brief product description

B. A picture with no additional information

C. A detailed description of the product with pictures

D. All supporting documentation for the product or service

Correct Answer: C

QUESTION 4

Which of the following describes a root certificate authority (CA)?

A. A CA that cannot be brought offline

B. A CA that has an unlimited validity period

C. A CA that uses LDAP to transmit its credentials to other CAs

D. A CA that signs its own certificate and certifies itself as legitimate

Correct Answer: D

QUESTION 5

User-tracking services can provide data about site visitors. Which of the following types of data are collected by tracking services?

A. Operating system, browser type, domain

B. Operating system, third-party cookies, passwords

C. Operating system, browser type, third-party cookies

D. Operating system, demographic information, domain

Correct Answer: A