

1D0-61A^{Q&As}

CIW Internet Business Associate

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QUESTION 1

Irena is reviewing several promotional product videos from her company\\'s marketing department before they are published on the company\\'s Web site. The videos are in RealMedia format, but they do not open in Irena\\'s Windows Media Player.

What should Irena do in order to view the videos?

- A. Contract her company\\'s Technical Support department and schedule service for her computer.
- B. Convert the video files to the WMV format, because RealMedia files will not play in Windows Media Player.
- C. Upload the videos to the Web server to be viewed through Windows Media Player because they will not play from a local computer.

Correct Answer: B

QUESTION 2

Which of the following strategies is recommended when conducting keyword searches?

- A. Use nouns instead of verbs for keywords
- B. Use verbs instead of nouns for keywords
- C. Use a few keywords as possible.
- D. Include at least one preposition such as "the" or "an" in your list of keywords.

Correct Answer: A

QUESTION 3

Your Web browser is currently open and displaying a popular sports site. You decide that you want to browse to the CIW site without closing the browser.

What is the most efficient way to accomplish this?

- A. By typing the CIW site\\'s URL (www.CIWcertified.com) in the address bar of your Web browser
- B. By performing a search within the site currently displayed in your Web browser
- C. By performing a search on your computer for the term "CIW"

Correct Answer: A

QUESTION 4

Michelle wants to search for a scuba regulator. She plans to use a keyword search engine. She does not want to see



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any results from the manufacturer named Scubapro.

Which of the following search strings should she use?

- A. Regulators !Scubapro
- B. Regulators Scubapro
- C. regulators Scubapro

Correct Answer: A

QUESTION 5

A paradigm shift has occurred in the way that small businesses use software applications.

Companies increasingly choose hosted solutions with a monthly subscription fee and outsourced system maintenance, instead of purchasing software and hardware that must be maintained by internal resources.

This business model is commonly referred to as:

- A. scalability
- B. Software as a Service
- C. crowdsourcing

Correct Answer: B

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