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問題集

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Exam : **EC0-232**

Title : e-commerce architect

Version : DEMO

1. What does the term "banner blindness" refer to?

A. The growing trend of adding interactivity to banner advertisements to increase their visibility.

B. The anonymous tracking of banner impressions and browsing behaviors across multiple sites.

C. The refusal of companies to acknowledge banner advertising as a valuable advertising medium.

D. The growing trend of visitors completely ignoring banner advertisements.
Answer: D

2. Which of the following methods would not be as effective (defined as users/dollar) for a vertical B2B site?

A. Television advertisements

B. Individual contact

C. Trade journals

D. Affiliation services
Answer:A

3. Among the usages and advantages of the Internet for business use are:

A. Marketing and selling products and services.

B. Promoting a paper-free environment.

C. Efficiency and unequaled cost-effectiveness.

D. All of the above.
Answer: D

4. Which of the following is the most serious strategic threat to traditional travel agents?

A. Low prices

B. Intelligent software agents

C. Automated Services

D. 24 hour service
Answer:A

5. Ethics is:

A. Justice, equity, honesty, trustworthiness, and fairness.

B. A subjective feeling of being innately right.

C. An important issue in e-commerce.

D. Being self centered.
Answer:A

6. Company Abacusboss.com sells a variety of products on its Web site to the highest bidder. What type of business model are they using?

A. Affiliate Marketing

B. Online Auction

C. Supply Chain improver

D. Name your price
Answer: B

7. Which of the following is an example of edutainment?

A. Combining a popular video game with geographic information.

B. Combining a popular movie with a video game.

C. Basing a learning game on the theme of a popular movie.

D. Basing a learning game on the theme of a popular video game.
Answer:A

8. What is a benefit of Frequently Asked Questions (FAQ)?

A. Allows the customer to quickly find answers to questions.

B. The answers can change dynamically based on the questions.

C. The merchant is able to avoid questions by answering common ones up front.

D. The merchant is able to answer questions at a lower cost.
Answer:A

9. Which of the following is not an electronic activity in government?

A. Government-to-school transactions

B. Government-to-government transactions

C. Government-to-business transactions

D. Government-to-citizen transactions
Answer:A

10. What are the four steps of developing and managing an e-infrastructure?

A. 1. Electronic Commerce strategy formulation

1. Application design
2. Building or buying the application
3. Hosting/operating and maintaining the Electronic Commerce.

B. 1. Electronic Commerce strategy formulation

1. Building or buying the application
2. Hosting/operating and maintaining the Electronic Commerce.

C. 1. Electronic Commerce strategy formulation

1. Building or buying the application
2. Hosting the Electronic Commerce.

D. 1. Electronic Commerce strategy formulation

1. Application design
2. Building or buying the application
3. Hosting the Electronic Commerce.
   Answer:A

11. You're designing an E-Commerce Web site that sells to consumers. You need a unique identifier to assign to each visitor, so their activities can be tracked. Based on the above scenario, which one of the following choices is a secure and reliable way doing this?

A. Keep their IP Address in the Web Server's memory.

B. Put their email address in a cookie.

C. Store their IP Address in a Database.

D. Give them a cookie with a Unique ID, then store it in a database.
Answer: D

12. Which of the following is a tangible benefit of SCM software integration?

A. IT cost reduction

B. Information visibility

C. Standardization

D. Customer responsiveness
Answer:A

13. An employee is using the company's computers to do personal work. What type of ethical issue is involved?

A. Privacy

B. Accuracy

C. Property

D. Accessibility
Answer: C

14. Brett's company is beginning an Electronic Commerce effort because his competitors are beginning to be successful at it. Which approach is Brett using to make his decision?

A. Problem-driven

B. Technology-driven

C. Market-driven

D. Fear-driven
Answer: C

15. Measuring your customer's ease of learning and interacting with your site is a measure of:

A. Pageviews

B. Latency

C. Hits

D. Usability
Answer: C

16. Which of the following is a major characteristic of m-commerce?

A. Reachablity

B. Ubiquity

C. Convenience

D. Localization
Answer:A

17. Which of the following systems is designed to be a standard language for communication between different systems?

A. HTML

B. HTTP

C. XML

D. EDI
Answer: C

18. When a Web user "clicks through" from one site to a second site, buys a product on the second site, and then the second site pays a commission to the first site for the referral, we call this process:

A. Link referral.

B. Banner commissioning.

C. Co-advertising.

D. Affiliate marketing.
Answer:A

19. Why is a shopping cart used on an E-Commerce site?

A. To provide a universal graphic that states that all items purchased on a site with the shopping cart logo have a delivery guarantee.

B. To provide a universal graphic that states that the site supports online secure transactions.

C. To provide a familiar mechanism to collect multiple items, show prices, quantity, shipping costs, and taxes of items selected for purchase.

D. To provide a convenient functional replacement for the checkout page on a traditional E-Commerce site.
Answer: C

20. Many factors affect the rise in cyber attacks. Which of the factors is described here? VP of Marketing to System Administrator: "I don't care if you haven't had time to test everything; the site has to be up before Christmas!"

A. Systems are only as strong as their weakest point.

B. Security/ease of use conflict

C. Market pressures compromising Security

D. Security compromised by common applications
Answer: C