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QUESTION 1

Jenny has decided to make her online purchase of DVD movies from a particular retailer because their site is easy to use and she can order quickly.

What decision criteria is she using?

- A. Personal Service
- B. Convenience
- C. Value Proposition
- D. Online Service

Answer: B

QUESTION 2

A collaborative Internet based network to link an enterprise with a specific group of its supplies or customers is commonly referred to as a(n):

- A. Internet
- B. Extranet
- C. CONet
- D. Intranet

Answer: B

QUESTION 3

Which one of the following best describes spamming?

- A. Authorized sending of e-mail to business and people who have agreed to receive your message.
- B. Unauthorized receiving of e-mails by businesses and people who have not agreed to receive your messages.
- C. Mail that comes through the post office rather than electronic format.
- D. Unauthorized sending of e-mails to businesses and people who have not agreed to receive your messages.

Answer: D

QUESTION 4

Incremental planning based on short term milestones, which is often used in E-Business, is called:

- A. True return on investment.
- B. Trigger-point planning.
- C. Trig's event planning.
- D. Solid contingency planning.

Answer: B

QUESTION 5

Which of the following is required for enabling SSL on the web server?

- A. Shopping Cart Software
- B. Digital Certificate
- C. Internet Merchant Bank Account
- D. Warehouse
- E. Web hosting

Answer: B

QUESTION 6

An example of a click and mortar alliance would be a partnership between a(n):

- A. Established traditional retailer and a Web community.
- B. Web community and a trade association.
- C. E-Marketplace and an Application Service Provider.
- D. On-line storefront and an Internet Service Provider.

Answer: A

QUESTION 7

What does the term "banner blindness" refer to?

- A. The growing trend of adding interactivity to banner advertisement 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

QUESTION 8

VPNs are most susceptible to what type of attacks?

- A. Trojan
- B. Sniffing
- C. Man in the middle
- D. Virus
- E. DoS

Answer: C

QUESTION 9

What are three ways to increase consumer awareness of a Web site? (Choose three)

- A. Have links on other Web sites.
- B. Submit information about your Web site to search engines.
- C. Advertise on traditional media.
- D. Utilize a value-added network.

Answer: A, B, C

QUESTION 10

The Business Service Provider (BSP) is:

- A. Internet service developers that rents only its own proprietary applications via the Web.
- B. A company that offers packaged software for lease online.
- C. A service provider that packages a selection of applications for distribution online.
- D. A specialized company that connects customers with PCs and browsers to the Internet.

Answer: B

QUESTION 11

What differentiates client/server applications from other types of applications?

- A. A telnet session to a web server.
- B. Processing is divided between the requested and providing applications.
- C. Reliance on relational database technology and dumb terminals.
- D. Using a workstation to view remote data on a mainframe computer.

Answer: B

QUESTION 12

What are the three basic components of E-Business trigger-point planning? (Choose three)

- A. Business case
- B. Application structure
- C. Prioritization blueprint
- D. Application implementation

Answer: A, C, D

QUESTION 13

Which of the following is not a lesson learned from e-tailing?

- A. Maintaining marginal profits on each sale.
- B. Make sure your website performs well.

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