COMPTIA EK0-001 EXAM QUESTIONS & ANSWERS

COMPTIA EK0-001 EXAM QUESTIONS & ANSWERS

Exam Name: E-Biz+

Certkey

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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

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( ):

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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

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.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 4
Incremental planning based on short term milestones, which is often used in EBusiness, is called:

A. True return on investment.
B. Trigger-point planning.

C. Trig's event planning.
D. Solid contingency planning.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 6
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.

Correct Answer: ABC
Section: (none)
Explanation

Explanation/Reference:

QUESTION 7
What are three protocols that are part of the TCP/IP suite? (Choose three)

A. File Transfer Protocol (FTP).
B. NetBEUI Protocol.
C. Simple Mail Transfer Protocol (SMTP).

D. Internet Control Message Protocol (ICMP).

Correct Answer: ACD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 8
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.
C. Establish branding whenever possible.
D. Focus on market share.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 9
A user normally activates a cookie if:

A. He/she visits the site and clicks away immediately.
B. The value of a variable that the site sets is exceeded.
C. He/she stays at the site longer than forty seconds.
D. He/she goes beyond the home page.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 10
Transmitting several streams of data simultaneously through a single communication line can be done with:

A. Scalable networks
B. Multiplexing
C. Dynamic IP addresses
D. Virtual Private Network

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 11
Hanna is using an intelligent agent to help her find the best price on a CD she would like to purchase. What

type of agent is she using?

A. Negotiation
B. Merchant broker
C. Auction support
D. Product brokering

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 12
Which of the following correctly describe the drawbacks of PPTP as a VPN protocol? (Choose all that apply)

A. Failure to choose a single standard for authentication.
B. Failure to choose a single standard for encryption.
C. Poor performance.
D. Poor bandwidth allocation.
E. Support non-IP protocols.

Correct Answer: AB
Section: (none)
Explanation

Explanation/Reference:

QUESTION 13
The purpose of a meta-aggregator is to:

A. Collect survey information from World Wide Web users.
B. Gather and present information about products and pricing from several Web sites.
C. Allow users to use several email services through one software package.
D. Configure Web sites to use multiple browser versions

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 14
Server servlets are mainly written in which of the following languages?

A. Visual Basic
B. Java
C. SQL
D. PHP
E. C
F. Perl

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 15
Which of the following are the essential PKI components used by E-business? (Choose all that apply)

A. Authentication mechanisms
B. Tunneling mechanisms
C. Non-repudiation mechanisms
D. ACL mechanisms

Correct Answer: AC
Section: (none)
Explanation

Explanation/Reference:

QUESTION 16
Successful click-and-mortar business "speak with one voice" What does this mean?

A. Coordinating marketing pieces.
B. Integrating back-end systems.
C. Using a standard voicemail system.
D. Ensuring middle management understand the company vision.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 17
Which of the following correctly describe Netiquette? (Choose all that apply)

A. It covers rules to maintain civility in discussions.
B. It provides special guidelines unique to the electronic nature of forum messages.
C. It regulates the posted content.
D. It regulates discussion traffics.

Correct Answer: AB
Section: (none)
Explanation

Explanation/Reference:

QUESTION 18
Select three components of a Customer Relationship Management solution (Choose three)

A. Sales Force Automation (SFA)
B. Enterprise Resource Planning (ERP)
C. Customer service information
D. Marketing information
E. General ledger system

Correct Answer: ACD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 19
Channel conflict arises when:

A. Two television channel interferes with a cable modem providing Internet access.
B. Two Web session cross data paths.
C. The online sales of product or services competes with a traditional sales force.
D. The web connection is terminated abruptly.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 20
Mark has decided to make his online purchase of High-Definition Television from a particular retailer because they offer the highest quality product.

What decision criteria is he using?

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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 21
What type of programs is the most common way for E-Business Web servers to interact dynamically with users?

A. 4GL (client-side)
B. 4GL (server-side)
C. DHTML (server-side)
D. CGI (server-side)
E. CGI (client-side)

F. DHTML (client-side)

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 22
Collaborative filtering software is:

A. Best for most endeavors.
B. Software that keep track of users' movements to interpret their interest.
C. Illegal, but popular.
D. Software that is user-controlled.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 23
E-Business teams are customarily compromised of which of the following members to assure success as a group?

A. Chief Executive Officer, Project Manager, Project Leader, Subject Matter Experts, and Support Members.
B. Chief Information Officer, Project Manager, Project Leader, Subject Matter Experts, and Support Members.
C. Senior Management, Subject Matter Experts, and Support Members.
D. Senior Management, Project Manager or Project Leader, Subject Matter Experts and Support Members.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 24
E-Business industry leaders have significantly reduced post-sale products support cost by:

A. Selling products and support over the Internet.
B. Creating user collaborative forums for product discussion.
C. Performing on site equipment checks.
D. E-mailing repair-it yourself manuals.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 25

What is an ETA? (Choose all that apply)

A. A low-cost Treasure-designated account for receiving retirement payments.
B. A low-cost Treasure-designated account for receiving EBusiness payment.
C. A low-cost Treasure-designated account for processing web site transactions.
D. A low-cost Treasure-designated account for receiving Federal benefits.
E. a low-cost Treasure-designated account for receiving salary.

Correct Answer: ADE
Section: (none)
Explanation

Explanation/Reference:

QUESTION 26
Cookies are illegal in Texas because:

A. They interfere with confidentiality.
B. They create problems with security programs.
C. They are considered a violation of the state's anti-stalking law.
D. They are a sate on the cutting edge of e-commerce.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 27
Which of the following are the most important factors to consider when you need to insure that employees continue to access data information, and systems? (Choose all that apply)

A. Determine the back-up latency.
B. Determine the cost of using backup lines.
C. Understand the relationship between information and its source applications.
D. Determine the travel cost of using backup sites.
E. Determine the levels of recovery needed.

Correct Answer: ACE
Section: (none)
Explanation

Explanation/Reference:

QUESTION 28
A Web site asks users to fill out a questionnaire about them. The Web site then personalizes to the user and makes recommendations.

What type of personalization is being used?

A. Content-based filtering
B. Rule-based filtering

C. Constraint-based filtering

D. Learning-agent technology

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 29
Which of the following is the most popular online customer service tool?

A. FAQs

B. Chat rooms

C. E-mail

D. Call centers

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 30
Which of the following terms describes marketing to and individual customer on a dynamic basis?

A. One-to-one marketing

B. Market research

C. Target marketing

D. Cross selling

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 31
What information is being exchanged in the CPExchange standard?

A. Click Pattern

B. Cargo Picks

C. Consumer Performance

D. Customer Profile

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 32
Analyzing the supply chain of organization is a task within:

A. Business process reengineering.
B. Voice and data integration.
C. Developing a technical architecture for a Web server.
D. Sales and market research.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 33
Which of the following types of ASPs focuses on data centre hosting?

A. Value added resellers
B. Network service provides
C. Independent software vendors
D. Application infrastructure providers
E. System integrators
F. Full service ASPs

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 34
EDI is a _____ alternative to Value Added Networks.

A. Stripped down
B. Lower cost
C. Less secure
D. Weaker

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 35
Which set of attributes is appropriately ordered from most important to least important to assure success of an E-Business team?

A. Effective leadership, common work area, cross-skill sets, and the opportunity to keep current.
B. Effective leadership, cross-skill sets, common work area, and the opportunity to keep current.
C. Cross-skill sets, effective leadership, opportunity to keep current, and a common work area.

D. Opportunity to keep current, effective leadership, common work area, and cross skill sets

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 36
Which of the following is highly regulated with regards to conducting E-Commerce?

A. Transaction processing techniques
B. Encryption technology
C. Use by minors
D. Taxation

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 37
The ability to send content to a user's browser on a periodic basis is called:

A. Dynamic HTML
B. Push technology
C. Creative marketing
D. Personalization

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 38
What is the purpose of early and often interim builds of E-Business applications?

A. To ensure final product matches original specifications.
B. To reserve your desired domain name.
C. It's requirement for certification of the Web site.
D. To get to market quickly and ensure a quality end product.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 39
In E-Business solutions, your visibility is dependent on the client interface portion of the application.

Which of the following is the most important when developing the client interface for your global customer base as it relates to design considerations?

A. Visual appeal
B. Internationalization
C. Navigation
D. Global data sets
E. Global positioning system

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 40
The Customer Relationship Management infrastructure may include three of the following technologies: (Choose three)

A. System source solutions
B. Computer telephony integration
C. Value-added network
D. Decision support technology
E. Legacy systems integration

Correct Answer: BDE
Section: (none)
Explanation

Explanation/Reference:
Explanation:
Note: Customer Relationship Management (CRM) is a comprehensive approach which provides seamless integration of every area of business that touches the customer - namely marketing, sales, customer service and field support-through the integration of people, process and technology, taking advantage of the revolutionary impact of the Internet. CRM creates a mutually beneficial relationship with your customers.

QUESTION 41
In relation to an ongoing E-Business solution, facilitating user intimacy would be best described as:

A. Excluding senior management from the weekly status meetings during the various project phases.
B. Including the accounts payable clerk in the design phases of the new Web enabled accounts payable solution.
C. Having Human Resource team members participate in the prototyping of the company's new human resource system which will allow employees to view their career development paths on-line.
D. Completing the design of a new E-Commerce system and rolling it out to the branch stores to use next week.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 42
Many application development methodologies have been developed over the years.

Which methodology works best in the support of E-Business solutions?

A. Standard
B. Iterative
C. Waterfall
D. Thin-to-fat

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:
Compared with the traditional waterfall process, the iterative process has many advantages.

1. Serious misunderstandings are made evident early in the lifecycle, when it's
possible to react to them.
2. It enables and encourages user feedback, so as to elicit the system's real
requirements.

3. The development team is forced to focus on those issues that are most critical to
the project, and team members are shielded from those issues that distract them from the project's real risks.
4. Continuous, iterative testing enables an objective assessment of the project's
status.
5. Inconsistencies among requirements, designs, and implementations are detected
early.
6. The workload of the team, especially the testing team, is spread out more evenly
throughout the lifecycle.
7. This approach enables the team to leverage lessons learned, and therefore to
continuously improve the process.
8. Stakeholders in the project can be given concrete evidence of the project's status
throughout the lifecycle.
Note: Waterfall model of the software development process was derived from other engineering disciplines. It
was initially adopted by software engineers as a method of making the development process more visible. It is

termed the waterfall model because one stage cascades to the next. Each of the process activities involved are seen as separate. As each stage is completed it is signed-off and development progresses to the next stage
Reference: From Waterfall to Iterative Development -- A Challenging Transition for Project Managers
http://www.therationaledge.com/content/dec_00/m_iterative.html.

QUESTION 43
Which of the following best describes multi-dimensional online analytical processing (MOLAP)?

A. On-line messaging
B. On-line applications
C. Decision support approaches
D. Personalization

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:
Decision support encompasses a suite of new technologies including Data Warehousing, Online Analytical Processing (OLAP) and Data Mining.
MOLAP is Multidimensional OLAP.

QUESTION 44
Which of the following represents the greatest difference between E-Commerce (electronic storefronts) and traditional (brick and mortar) retail operations?

A. Acceptance of credit card payments.
B. Storage and warehouses.
C. Manufacturing locations.
D. Shipping and return policies.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 45
What is meant by creating a model of a supply chain?

A. Creating a map of all processes and systems used to manage an order from inception through product delivery.
B. Creating a data schema and usage model.
C. Creating a map of all process and systems used to support and translate an order from the customer to supply and demand.
D. Charting the communication and information flow between all departments.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:
Conceptually, a supply chain is a network of facilities and activities which span enterprise functions from the

management of supply and demand, the procurement and receipt of raw materials from vendor firms, transformation of these materials into intermediate and finished products, management of inventory and orders, and the distribution of these finished products to customers across all channels. The Figure depicts the model of a supply chain.

QUESTION 46
A thin client:

A. Is a user interface that contains little or no application logic.
B. Is a user interface that contains mostly application logic.
C. Resides on the server.
D. Resides in the database.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 47
A Certificate Authority can be thought of as a trusted third party that:

A. Validates a registration for digital certificates.
B. Issues digital certificates.
C. Certifies network hardware.
D. Certifies Web programming syntax.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:
Certificate authorities are companies who verify the identity of applicants for Secure Certificates. They then provide the electronic certificate to the verified applicants so that they may have it installed. The process is in actuality two parts. The first part is the generation of a "Key", akin to a secret code used by the server to interpret the Certificate that is generated by the Certificate Authority.

QUESTION 48
What are the three most important items to monitor for peak performance of an EBusiness application?
(Choose thee)

A. Memory usage
B. Pages being viewed
C. CPU utilization
D. Number of concurrent users
E. Type of browser

Correct Answer: ACD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 49
What protocol is required for E-Business applications?

A. Internet work Packet Exchange (IPX)
B. Internet Protocol (IP)
C. NetBEUI
D. Business Protocol (BP)

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 50
Conducting E-Commerce over the Internet:

A. Requires a license.
B. Has well-defined boundaries.
C. Is largely unregulated.
D. Has well defined rules of conduct.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference: