COMPTIA EK0-001 EXAM QUESTIONS & ANSWERS

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Exam Name: E-Biz+

Certkiller

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
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.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

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.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 8
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 9
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.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 10
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.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 11
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 12
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 13
A Web site offers daily news content for free, but has banners at the top of each page. What business model is being used?

A. Store A does not have a physical location and sells a variety of products online.
B. Store B does not have a physical location and sells a specific type of product.
C. Store C has a physical location and a Web site. A variety of products are sold.
D. Store D has a physical location. A variety of products are sold.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 14
A new advantage to consumer at click-and-mortar stores is:

A. The ability to use multiple credit cards.
B. Overnight delivery.
C. The ability to return online purchases to brick-and-mortar stored.
D. Longer warrantee periods.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 15
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 16
Hans wants to purchase magazines online, but is concerned about a company's privacy policy. What online purchase decision aid should he use?

A. Shopbot
B. Trust verification site
C. Business Rating site
D. Shopping portals

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 17
Secure Electronic Transactions (SET) is different from Secure Socket Layer (SSL) because:

A. SSL requires the payment card holder to have digital signature.
B. SET requires the payment card holder to have a digital signature.
C. SET only uses public/private key hashing.
D. SET uses encryption methods standardized by the International Security Safety Committee (ISSC).

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 18
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 19
A client computer device which relies primary on the centralized processing capabilities of a corporate intranet server is an example of a:

A. Thin client
B. Fat client
C. Workstation client
D. Middleware client

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 20
Which of the following can not be delivered digitally?

A. Car parts
B. Movies
C. Newspapers
D. Greeting cards

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 21
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 22
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 23
A Web site wants to focus on a particular market of users with similar interest. This market is sometimes referred to as a:

A. Value-added network
B. Chat room
C. Community of interest
D. Personalization market

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 24
Which of the following is not an organizational buyer?

A. Student purchasing school supplies.
B. Employee purchasing desk for the company.
C. Computer reseller purchasing CD drives.
D. Government employee purchasing red tapes.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 25
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 26
The removal of a sales person from a traditional "storefront" operation and allowing the customer to purchase a product or service directly from a Web site is referred to as:

A. Supply Chain Management
B. Channel conflict
C. Disintermediation
D. Sales force automation

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 27
Industry leaders have introduced what two important on-line shopping innovations? (Choose two)

A. Electronic Funds Transfer (EFT)
B. One click purchase
C. On-line auctions
D. Free web-mail

Correct Answer: BC
Section: (none)
Explanation

Explanation/Reference:

QUESTION 28
A Web site that focuses on servicing the needs of a specific industry is called a(n):

A. Application service vendor.
B. E-Procurement service.
C. Community of interest.
D. Vertical portal.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 29

Which of the following is the most important factor to the success of a B-2-C project?

A. Logistics
B. Business value
C. Site security
D. Supply Management
E. Customer focus

Correct Answer: E
Section: (none)
Explanation

Explanation/Reference:

QUESTION 30
Mr. and Mrs. Oliver shop online because they don't have time to go to the grocery stored after work.

What type of online shoppers are they?

A. Tradionalists
B. Brand loyalist
C. Shopping avoiders
D. Time-starved consumers

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 31
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 32
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 33
Using M-Commerce, an individual could do all of the following except:

A. Receive mail messages on a cell phone.
B. Pay for an item in a Coca-Cola vending machine.
C. Design a Web site.
D. Trade stocks online.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 34
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 35
You are outsourcing your E-Business development project.

Which of the following are major considerations? (Choose two)

A. Developer's hidden agendas.
B. Decreased project control points.
C. Developer's current skill set.
D. Continued product maintenance.

Correct Answer: CD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 36
The ability to change how the Web site performs based upon characteristics of the user is called:

A. Dynamic HTML
B. Browser independence
C. Personalization
D. Creative marketing

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 37
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 38
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 39
What type of files does Web Trend analyze?

A. Cache files
B. Database files
C. Browser files
D. Log files

Correct Answer: D
Section: (none)

Explanation

Explanation/Reference:

QUESTION 40
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 41
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 42
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 43
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 44
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 45
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 46
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 47
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 48
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 49
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 50
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 51
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 52
Which of the following are generic supersets of EDI standards? (Choose all that apply?

A. X400
B. X12
C. X509
D. UN/EDIFACT

Correct Answer: BD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 53
What is a proxy server?

A. A server that typically runs in conjunction with firewall software and allows access to the Internet form within an internal network.
B. A server that sends cookies to the client and allows access to the Internet through a firewall from within an internal network.

C. A server that is used to transfer email between two different email systems.

D. A server that acts as a firewall between the client and host

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 54
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 55
What is the recommended timeframe for submitting your site to a search engine?

A. Every two weeks.

B. Once

C. Whenever significant changes have been made to the site.

D. You do not have to if you have an index page.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 56
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 57
Which of the following correctly describe Majordomo?

A. It is a pay-per-use mailing list server.
B. It is a free mailing list server.
C. It is a pay-per-use online mailing list service.
D. It is a free online mailing list service.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 58
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 59
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 60
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 61
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 62
Spam frequently appears in which of the following formats? (Choose all that apply)

A. Search engine
B. Newsgroup postings
C. URL
D. Email
E. Web site

Correct Answer: BD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 63
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 64

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 65
Which of the following does NOT represent a legal concern regarding E-Business?

A. Ability to control the distribution of intellectual property.
B. Naming conventions.
C. Ability to enforce copyrights.
D. Domain name to business trademark linkage.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 66
What is the Open Profile Standard (OPS)?

A. Making your profile available to all organizations on the Web.
B. A framework with built-in privacy safeguards for the trustworthy exchange of profile information between consenting individuals and Web sites.
C. An organization promoting the distribution of source code for free over the Internet.
D. Allows users to have common settings on all computers from which they connect to the Internet.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:
To help gain the trust of consumers and users of E-commerce, OPS is a framework with built-in privacy safeguards for the exchange of profile information between consenting individuals and Web sites.

QUESTION 67
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 68
It is important to track bandwidth usage on an E-Commerce server because it:

A. Supports concurrency.
B. Determines stage requirements.
C. Supports scalability planning.
D. Determines whether or not to use a fat or thin client.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 69
Which of the following refers to the electronic exchange of information between financial institutions which results in debits and credits?

A. Electronic Data Interchange
B. Electronic Funds Transfer
C. Electronic Benefits Transfer
D. Electronic Financial Transport

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:
Electronic Data Interchange (EDI), the transfer of data between different companies using networks, such as the Internet. As more and more companies get connected to the Internet, EDI is becoming increasingly important as an easy mechanism for companies to buy, sell, and trade information.

QUESTION 70
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 71
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 72
Network management, cross-platform backup systems, communication backbone, Internet connectivity, data
warehousing and redundancy are all considerations of what type of E-Business projects?

A. Business process re-engineering
B. Supply Chain Management
C. IT infrastructure management
D. Network management

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 73
Which two things are important for monitoring system performance on an ECommerce Web site? (Choose two)

A. Number of hits the site receives.
B. Type of computer the user is using.
C. Peak usage.
D. Number of links to the Web site.

Correct Answer: AC
Section: (none)
Explanation

Explanation/Reference:

QUESTION 74
At the local grocery store, a friendly shopkeeper greets you by name, the aisles are neat, clean well-organized, and if you drop a jar on the floor there is an employee there to clean it up immediately.

The ability to create this customer-friendly environment is achieved in the ECommerce world through the:

A. Client connection
B. Slick banner ads
C. Back-end systems
D. User interface

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 75
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 76
Select two business areas where capacity planning is important for implementing and supporting an E-Business application. (Choose two)

A. Distribution
B. Security
C. Information Processing
D. Data Warehouse

Correct Answer: CD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 77
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 78
Providing customer service options on your Web site may require that you:

A. Provide call center backup on a 24x7 basis.
B. Implement a content management system.
C. Install a virtual private network.
D. Set up an action site.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:
The site should have a content management system to ensure that the content is accurate and up-to-date.

QUESTION 79
Developing a Web site which allows your clients to search a knowledge base to resolve technical problems is an example of which of the following E-Business areas?

A. Supply Chain Management
B. E-Commerce
C. Customer Relationship Management
D. Sales Force Automation

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:
Customer Relationship Management software that uses knowledge base has many benefits.
The desire to off-load customer service requests to online self-service knowledge bases and the databases of technical information, problem solutions and frequently asked questions (FAQs) is understandable and obvious.
An online knowledge base can lower call volumes, reduce staffing demands, shorten training cycles and reduce contact center operating costs. These benefits all flow to the provider of the knowledge base.

QUESTION 80
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 81
Implementing Internet-based Sales Force Automation, Help Desk, order processing and tracking systems are examples of projects aimed at what E-Business objective?

A. Collaborative on-line processing
B. Total Internet resource distribution
C. Current resource management
D. Customer relationship management

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:
Sales Force Automation is a component of Customer relationship management (CRM) software that enables contact management, lead tracking, and sales forecasting.
By automating your company's sales efforts, you can efficiently forecast, track and fulfill orders; analyze sales and competitor trends; manage sales cycles and communicate with sales representatives both in the office and on the road. These services, known collectively as sales force automation (SFA), use Internet-based technology to reduce administrative work and increase sales team productivity.

QUESTION 82
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 83
Why is it important to model and understand business processes prior to implementing and E-Business solution?

A. Developing a model of business processes will create a visual representation of the desired E-Business solution.
B. It is a requirement for ISO 9002 certification.
C. Implementing of an E-Business solution will affect key business processes.
D. Developing a mock-up is the initial step in planning an E-Business solution.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 84
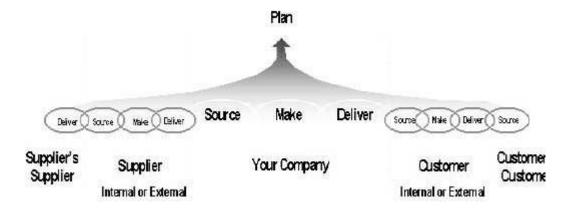
What is meant by creating a model of a supply chain?

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 85
What are two valuable statistics obtained when load testing a Web server? (Choose two)

A. The number of 404 error pages sent to a client.
B. The number of concurrent user sessions supported.
C. The number of concurrent orders supported.
D. The number of page views per user session.

Correct Answer: BD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 86
What is On-line Analytical Processing (OLAP) used for?

A. Transaction processing
B. Decision support
C. Maintaining client information

D. Maintaining company information

Correct Answer: B
Section: (none)
Explanation

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

QUESTION 87
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 88
Taking data from many sources and combining it together in one location to be used for analysis purposes is called:

A. Database management
B. Data warehousing
C. Data mining
D. Data marketing

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:
Generally, data mining (sometimes called data or knowledge discovery) is the process of analyzing data from different perspectives and summarizing it into useful information - information that can be used to increase revenue, cuts costs, or both. Data mining

software is one of a number of analytical tools for analyzing data. It allows users to analyze data from many different dimensions or angles, categorize it, and summarize the relationships identified. Technically, data mining is the process of finding correlations or patterns among dozens of fields in large relational databases.

QUESTION 89
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 90
What is used to interface with legacy systems?

A. AS/400
B. Gateway
C. HTML
D. Web server

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 91
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 92
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

QUESTION 93
Which of the following best describes fault tolerance?

A. The ability of an application to automatically correct user mistakes.
B. The ability of the system to continue operations during and after a hardware failure.
C. Having multiple servers.
D. Measurement of the ability of a data center to withstand a natural disaster.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 94
Which of these would most likely use the least amount of bandwidth?

A. A 1028x768 image of the Mona Lisa.
B. A streaming video of the evening news.
C. A home page of a large portal site.
D. A wireless Internet Web page.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 95
Certificate authorities have the responsibility for which three of the following? (Choose three)

A. Validating a user's identity.
B. Issuing digital certificates.
C. Printing the official certificate.
D. Maintaining a certificate revocation list-
E. Storing credit card numbers.

Correct Answer: ABD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 96
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: