Ourexam

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Exam   :   EK0-001

Title   :   E-Biz+

Version   :   Demo

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

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

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

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

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

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

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

8 .VPNsare most susceptible to what type of attacks?

A. Trojan

B. Sniffing

C. Man in the middle

D. Virus

E. DoS

Answer: C

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

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

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

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

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.

C. Establish branding whenever possible.

D. Focus on market share.

Answer: D

14 .You E-Business site suffers from hacker attacks. You want to seek information on the
latest Internet security issues.

Which of the following organizations might provide you with the information?

A. Netscape

B. IANA

C. CERT

D. IEEE

Answer: C

15 .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).

Answer: A, C, D

16 .In E-Business, which of the following is the most common element in determining the
pricing strategy for the business?

A. Business financial status

B. Overall business model

C. Product availability

D. Product delivery

Answer: B

17 .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.

Answer: A

18 .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.

Answer: C

19 .Which of the following provides a single point of access to network resources in your

E-Business infrastructure for your business partners?

A. Tree

B. Browser

C. Domain

D. Directory service

Answer: D

20 .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.

Answer: D