

EC0-232

ECCouncil

E-Commerce Architect

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QUESTION: 1

A company is deciding whether or not to monitor employees' e-mail. What type of ethical issue is involved?

- A. Accuracy
- B. Property
- C. Privacy
- D. Accessibility

Answer: C

QUESTION: 2

Collaborative filtering software is:

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

Answer: A

QUESTION: 3

Which of the following is not a form of push technology?

- A. Self-service delivery
- B. Direct delivery
- C. Search engine optimization
- D. Mediated delivery

Answer: C

QUESTION: 4

The most common online shopper is:

- A. 55 or older.
- B. 35 to 54 years old.
- C. 20 to 35 years old.
- D. Under 20 years old.

Answer: B

QUESTION: 5

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. Affiliate marketing.
- D. Co-advertising.

Answer: A

QUESTION: 6

Notational money is:

- A. A financial transaction made without the use of paper documents.
- B. An electronic medium for making payments.
- C. Value stored and exchanged by formal authorization.
- D. A marker representing value.

Answer: C

QUESTION: 7

In which one of the following ways do Online Auction Sites like Ebay make money?

- A. By taking a percentage of each transaction
- B. By providing escrow services
- C. By charging for shipping and handling
- D. By providing payment services via Credit Card

Answer: A

QUESTION: 8

Jackie has an e-card that she waves at the turnstile to enter the subway. What type of smart card is she using?

- A. Credit card
- B. Contactless card
- C. Contact card
- D. Purchase card

Answer: B

QUESTION: 9

Which of the following is an example of a general purpose pure-play e-tailer?

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

Answer: A

QUESTION: 10

Collaborative filtering software is:

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

Answer: C

QUESTION: 11

Which entity is the largest purchaser in the world?

- A. The Japanese auto triumvirate
- B. IBM Corporation
- C. The U.S. government
- D. General Motors

Answer: C

QUESTION: 12

Company Davidson Plastics is evaluating its strengths and weaknesses. What element of strategy are they researching?

- A. Strategy formulation
- B. Resource allocation
- C. Forecasting
- D. Company analysis

Answer: C

QUESTION: 13

Which of the following is a benefit of bundling products?

- A. Product customization
- B. Differentiation of vendors
- C. Lower total cost
- D. Lower cost of production

Answer: A

QUESTION: 14

Which of the following does not create dynamic pricing?

- A. Long-term contracts
- B. Storefront e-commerce sites
- C. Auctions
- D. Stock trading

Answer: A

QUESTION: 15

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

- A. Low prices

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