



EC-COUNCIL EC0-232

Exam Name: e-commerce architect

Q & A : 500 Q&As

Pdf Demo

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Exam : EC-Council EC0-232

Title : E-Commerce Architect

1. 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. Co-advertising.
- D. Affiliate marketing.

Answer: A

2. Company Abacusboss.com sells a variety of products on its Web site to the highest bidder. What type of business model are they using?

- A. Affiliate Marketing
- B. Online Auction
- C. Supply Chain improver
- D. Name your price

Answer: B

3. Which of the following is a tangible benefit of SCM software integration?

- A. IT cost reduction
- B. Information visibility
- C. Standardization
- D. Customer responsiveness

Answer: A

4. You're designing an E-Commerce Web site that sells to consumers. You need a unique identifier to assign to each visitor, so their activities can be tracked. Based on the above scenario, which one of the following choices is a secure and reliable way doing this?

- A. Keep their IP Address in the Web Server's memory.
- B. Put their email address in a cookie.
- C. Store their IP Address in a Database.
- D. Give them a cookie with a Unique ID, then store it in a database.

Answer: D

5. Why is a shopping cart used on an E-Commerce site?

- A. To provide a universal graphic that states that all items purchased on a site with the shopping cart logo have a delivery guarantee.
- B. To provide a universal graphic that states that the site supports online secure transactions.
- C. To provide a familiar mechanism to collect multiple items, show prices, quantity, shipping costs, and taxes of items selected for purchase.
- D. To provide a convenient functional replacement for the checkout page on a traditional E-Commerce site.

Answer: C

6. An employee is using the company's computers to do personal work. What type of ethical issue is involved?

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

Answer: C

7. Brett's company is beginning an Electronic Commerce effort because his competitors are beginning to be successful at it. Which approach is Brett using to make his decision?

- A. Problem-driven
- B. Technology-driven
- C. Market-driven
- D. Fear-driven

Answer: C

8. Ethics is:

- A. Justice, equity, honesty, trustworthiness, and fairness.
- B. A subjective feeling of being innately right.
- C. An important issue in e-commerce.
- D. Being self centered.

Answer: A

9. What are the four steps of developing and managing an e-infrastructure?

- A. 1. Electronic Commerce strategy formulation
- 2. Application design
- 3. Building or buying the application
- 4. Hosting/operating and maintaining the Electronic Commerce.
- B. 1. Electronic Commerce strategy formulation
- 2. Building or buying the application
- 3. Hosting/operating and maintaining the Electronic Commerce.

- C. 1. Electronic Commerce strategy formulation
- 2. Building or buying the application
- 3. Hosting the Electronic Commerce.
- D. 1. Electronic Commerce strategy formulation
- 2. Application design
- 3. Building or buying the application
- 4. Hosting the Electronic Commerce.

Answer: A

10. Which of the following systems is designed to be a standard language for communication between different systems?

- A. HTML
- B. HTTP
- C. XML
- D. EDI

Answer: C

11. What does the term "banner blindness" refer to?

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

12. Many factors affect the rise in cyber attacks. Which of the factors is described here? VP of Marketing to System Administrator: "I don't care if you haven't had time to test everything; the site has to be up before Christmas!"

- A. Systems are only as strong as their weakest point.
- B. Security/ease of use conflict
- C. Market pressures compromising Security
- D. Security compromised by common applications

Answer: C

13. What is a benefit of Frequently Asked Questions (FAQ)?

- A. Allows the customer to quickly find answers to questions.
- B. The answers can change dynamically based on the questions.
- C. The merchant is able to avoid questions by answering common ones up front.
- D. The merchant is able to answer questions at a lower cost.

Answer: A

14. Which of the following is not an electronic activity in government?

- A. Government-to-school transactions
- B. Government-to-government transactions
- C. Government-to-business transactions
- D. Government-to-citizen transactions

Answer: A

15. Which of the following is an example of edutainment?

- A. Combining a popular video game with geographic information.
- B. Combining a popular movie with a video game.
- C. Basing a learning game on the theme of a popular movie.
- D. Basing a learning game on the theme of a popular video game.

Answer: A

16. Among the usages and advantages of the Internet for business use are:

- A. Marketing and selling products and services.
- B. Promoting a paper-free environment.
- C. Efficiency and unequaled cost-effectiveness.
- D. All of the above.

Answer: D

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

- A. Low prices

- B. Intelligent software agents
- C. Automated Services
- D. 24 hour service

Answer: A

18. Measuring your customer's ease of learning and interacting with your site is a measure of:

- A. Pageviews
- B. Latency
- C. Hits
- D. Usability

Answer: C

19. Which of the following is a major characteristic of m-commerce?

- A. Reachability
- B. Ubiquity
- C. Convenience
- D. Localization

Answer: A

20. Which of the following methods would not be as effective (defined as users/dollar) for a vertical B2B site?

- A. Television advertisements
- B. Individual contact
- C. Trade journals
- D. Affiliation services

Answer: A

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