

Web Development & Design Foundations with HTML5 & CSS3
Instructor Materials Chapter 12 Test Bank

Multiple Choice. Choose the best answer.

1. Select a major function of E-Commerce.
 - a. using SSL to encrypt orders
 - b. adding items to a shopping cart
 - c. the buying and selling of goods
 - d. none of the above

2. Select a reason why a business would use E-Commerce.
 - a. reduced costs
 - b. ability to comparison shop
 - c. using shopping carts
 - d. none of the above

3. Identify a potential risk for businesses using E-Commerce.
 - a. increased customer satisfaction
 - b. the possibility of fraudulent transactions
 - c. inconvenience of returns
 - d. none of the above

4. According to a recent U.S. Census report, the type of product that sells best online is
 - a. clothing, accessories, and footwear
 - b. food and candy
 - c. books, music, and videos
 - d. home appliances and electronics

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5. Choose the option below that best describes how a website owner can obtain a digital certificate.

- a. Digital Certificates are automatically created when you register for a domain name
- b. Visit a certificate authority and apply for a digital certificate
- c. Digital Certificates are automatically created when you are listed in a search engine
- d. none of the above

6. International Issues uniquely related to E-Commerce include:

- a. currency conversion
- b. browser version, screen resolution
- c. culture
- d. none of the above

7. The practice of registering a domain name that is a trademark of another entity in the hopes of profiting by selling the domain name to the entity is called_____.

- a. symmetric encryption
- b. cybersquatting
- c. fraud
- d. ciphertext

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8. Identify a disadvantage of an instant online storefront.
- a. the store is based on a template and may look very similar to other online stores
 - b. the store can be ready in minutes
 - c. the store cannot accept credit cards
 - d. none of the above
9. Most commercial _____ include(s) an online catalog, a shopping cart, and a secure order form.
- a. web host providers
 - b. shopping cart software
 - c. web server software
 - d. e-commerce hosting packages
10. Choose the true statement from those shown below:
- a. A Merchant Account allows you to use SSL on your web site.
 - b. Shopping cart plug-ins or extensions are available for popular web authoring tools such as Microsoft FrontPage and Macromedia Dreamweaver.
 - c. Instant storefronts are what most large-scale E-Commerce sites use.
 - d. None of the above is true
11. Select an encryption method that uses a single shared, private key.
- a. Symmetric Encryption
 - b. Asymmetric Encryption
 - c. Hash Algorithm
 - d. Security Lock Encryption

12. The transfer of business data between different companies using networks is called

_____.

- a. FTP
- b. EDI
- c. e-mail
- d. None of the above

13. A _____ is a form of an asymmetric key that also contains additional information about the entity holding the certificate.

- a. SSL
- b. SET
- c. Digital Certificate
- d. None of the above

14. Identify a protocol that allows data to be privately exchanged over public networks.

- a. SSL
- b. TCP
- c. IP
- d. None of the above

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15. Select the term below that describes an electronic payment for goods or services using a mobile device such as a smartphone.

- a. symmetric encryption
- b. cash payment
- c. mobile payment
- d. shopping cart

16. Select the term below that describes communication that uses a radio frequency to share information between electronic devices in close proximity.

- a. cybersquatting
- b. digital certificate
- c. shopping cart
- d. Near Field Communication (NFC)

17. Encrypted data is called _____

- a. ciphertext
- b. cybersquatting
- c. symmetric-key
- d. shopping cart

True or False.

18. _____ Although E-commerce growth stalled during the recent economic downturn, it is again demonstrating growth.

19. _____ Decryption is the conversion of data into an unreadable form.

20. _____ A merchant account is a type of business bank account that allows a business to accept credit card payments.