

# 1D0-61A<sup>Q&As</sup>

CIW Internet Business Associate

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### QUESTION 1

Andrea works as an Administrative Assistant for a small business that uses a SaaS service for accounting, sales orders and customer service information about the business's customers. This product is similar to Salesforce.com and its competitors. Andrea makes sure she saves accurate records about current projects and performs regular backups of the business data stored on the cloud-based service.

Which of the following is the primary reason for this practice?

- A. If there is an interruption in Internet access, the service and records would not be accessible.
- B. There is a limit on the number of users who are allowed to access the cloud-based service at any one time.
- C. Data stored online through the cloud-based service is more at risk to security breaches than if it were stored locally.
- D. Andrea is overly cautious because it is well known that cloud-based services are highly secure, highly reliable and always available.

Correct Answer: A

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### QUESTION 2

You just received a joke that was c-mailed to you by a co-worker. You find the joke funny and consider forwarding it to another co-worker that you trust.

Which human resources issue do you risk by forwarding the e-mail message?

- A. Forgetting to include others who might find the joke funny
- B. Copyright infringement by not providing credit to the originator of the joke
- C. Offending a recipient who receives the joke as a result from further forwarding.
- D. Reducing the effectiveness of spam filters

Correct Answer: C

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### QUESTION 3

Selena needs to send a message to her manager providing all the details of a business proposal. The idea they have discussed is critical to the business. The project is considered urgent and confidential. Selena wants to get this outline to her manager as quickly as possible.

What would be the most appropriate way Selena could use an SMS (text) message in relation to this proposal?

- A. To send a useful summary of the proposal to her manager so that the manager has it available during a presentation.
- B. To alert her manager that she has sent the proposal via e-mail so her manager can view the proposal as soon as possible.

- C. To provide a detailed outline of the proposal so that her manager can refer to it as he travels.
- D. To send the proposal as an attachment to the text message.

Correct Answer: B

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#### QUESTION 4

You received a text and a threatening voicemail from an angry customer who wants to immediately discuss the shortcomings of a recently released product. You are about to walk into a mandatory meeting with your top-level leadership team.

Which of the following is your best course of action?

- A. Continue to send text messages to the customer hoping to smooth things over until you can call him on the phone after your meeting.
- B. Request that the customer send his complaints by e-mail, knowing that any inappropriate communication will be well documented.
- C. Do not respond to the customer.
- D. Skip the meeting and call the customer.

Correct Answer: B

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#### QUESTION 5

You just started a small business and need to create a logo. Although you are technically savvy, CIW 1D061A Exam your artistic creativity is limited. You decide to launch a contest to seek creative ideas for your logo.

Using the Internet and social networking in this manner is known as:

- A. folksonomy
- B. outsourcing
- C. crowd sourcing

Correct Answer: C

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#### QUESTION 6

Proprietary information for your company's online business was released to a competitor. Which of the following preventative measures should your company take to ensure that its proprietary information is protected in the future?

- A. Restrict Internet access
- B. Uninstall any e-mail clients
- C. Monitor employees' messages

D. Destroy all proprietary information

Correct Answer: C

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#### QUESTION 7

To reduce the costs of maintaining servers with FTP access; your company is using P2P to facilitate sharing of information.

Which strategy should your company use to protect the company's sensitive information while capitalizing on the benefits of P2P power?

- A. Limit P2P use to sharing music files
- B. Restrict employees from using their computers in P2P communications
- C. Use technologies that will control access and password-protect files.
- D. Restrict P2P use to sharing only with universities and research organizations

Correct Answer: C

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#### QUESTION 8

Emelia and Lola have created a new software application that allows messaging site subscribers to analyze the message statistics in order to more easily assess and interact with followers. They have decided to license this software according to the GNU GPL Version 3.

What does this license allow them to do with their software?

- A. They can only sell this software through a not-for-profit company.
- B. They can sell this software, but only if they make the software code available on a public server.
- C. The software enters the public domain for free use and can be altered by other programmers, who must then make their changes freely available as well.

Correct Answer: C

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#### QUESTION 9

Melanie works in the sales department at XYZ Company. She decides that her company's marketing team has done a poor job representing the company's brand. Without direction or permission, she starts her own social networking account to help. This account's name is called XYZ Professional. To customize her page, she uses company logos and verbiage from the company Web site. She then begins communicating with customers and individuals interested in XYZ via this service.

Which of the following would be the most appropriate response to Melanie's actions by the company?

- A. Providing a link to Melanie's page from the company's official social networking account

- B. Sending Melanie a request from the company's Human Resources department to stop using company logos, yet allowing her to continue using this social networking account
- C. Adding references to Melanie's social networking page in the company's internal newsletter
- D. Terminating Melanie's employment for copyright and trademark violation, with a cease-and desist letter asking for control of the account.

Correct Answer: D

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#### QUESTION 10

You have 20 remote employees flying in to attend a corporate meeting. The morning of travel day, the administrator tells you that the hotel reservations have changed.

What is the best way to send each traveling employee a quick message with the new hotel information?

- A. Update the meeting agenda with the hotel information.
- B. Post an announcement to the company's Web site with the new hotel information.
- C. Send a text message with the hotel information to the mobile phone of each traveler.
- D. Call each stakeholder and leave a message with the address of the hotel.

Correct Answer: C

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