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CIW Ecommerce Services Specialist



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Question: 1

How can incorporating customer reviews into a product catalog positively impact an ecommerce site?
Response:

- A. It can reduce the transparency of product quality.
- B. It can increase customer trust and provide valuable feedback.
- C. Reviews are generally disregarded by customers.
- D. It can make the catalog appear overcrowded.

Answer: B

Question: 2

Which is an effective customer service strategy for an ecommerce business?
Response:

- A. Avoiding customer feedback.
- B. Offering multiple communication channels like phone, chat, and email.
- C. Only using automated responses.
- D. Limiting customer interaction times.

Answer: B

Question: 3

Legally, ecommerce sites must consider what aspect when conducting business internationally?
Response:

- A. Applying domestic laws to all international transactions.
- B. Disregarding foreign laws and regulations.
- C. Adherence to international trade laws and e-commerce regulations.
- D. Conducting all transactions in the domestic currency.

Answer: C

Question: 4

How can an ecommerce business improve product and service satisfaction?

Response:

- A. By ignoring customer feedback and reviews.
- B. Through continuous quality improvement and customer feedback analysis.
- C. By reducing customer interaction.
- D. Limiting product return options.

Answer: B

Question: 5

When organizing a product catalog, what is the significance of having well-defined product categories?

Response:

- A. It limits the number of products displayed.
- B. It helps in targeting a very narrow customer base.
- C. It assists customers in navigating and finding products more easily.
- D. Categories are less important than the overall aesthetic of the site.

Answer: C

Question: 6

Why is cross-browser testing important for ecommerce sites?

Response:

- A. To ensure the site works well only on the latest browsers.
- B. To confirm compatibility and consistent experience across different browsers.
- C. To focus the site's functionality on a single browser.
- D. To prioritize older, less common browsers.

Answer: B

Question: 7

Who are essential stakeholders to collaborate with for a successful eCommerce website rollout?

Response:

- A. Competitors
- B. Software developers

- C. Unrelated industries
- D. Customers

Answer: B,D

Question: 8

What is a critical consideration for ecommerce in venture capital investment funds?

Response:

- A. Only investing in traditional, non-digital businesses.
- B. Assessing digital market trends and potential for scalability.
- C. Avoiding startups with innovative ideas.
- D. Focusing exclusively on short-term gains.

Answer: B

Question: 9

In ecommerce security, what is the importance of regularly updating software and systems?

Response:

- A. To change the aesthetic design of the site.
- B. To ensure the latest security patches are applied.
- C. To reduce the website functionality.
- D. To comply with outdated standards.

Answer: B

Question: 10

For an ecommerce site, what is an effective strategy to handle currency conversions?

Response:

- A. Constantly changing conversion rates every hour.
- B. Integrating a dynamic currency conversion system.
- C. Limiting users to transactions in the site's base currency.
- D. Manually setting fixed exchange rates.

Answer: B

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