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# **ECCOUNCIL ECO-232**

## **Q&As**

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**e-commerce architect**

**Version: 3.00**

**Topic 1, D**

D

**QUESTION NO: 1**

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****QUESTION NO: 2**

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****QUESTION NO: 3**

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****QUESTION NO: 4**

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****BUY NOW**