E-COMMERCE

unit 15

AGENDA

Learn specific vocabulary

Explain the advantages of E-commerce for businesses and consumers;

Distinguish between B2C, B2B, and C2C E-commerce models, citing examples for each type.

LET'S TALK ABOUT THESE QUESTIONS

1. What do you buy online?

2. How does online shopping help businesses?

Enhance Your Vocabulary

1. **E-commerce** – is the purchase or sale of items on the internet.
2. **Traffic** – is the total number of users that go to and view a website in a certain amount of time.
3. **Affiliate** – is a person or business that directs Internet traffic to a business's website in exchange for a percentage of sales.



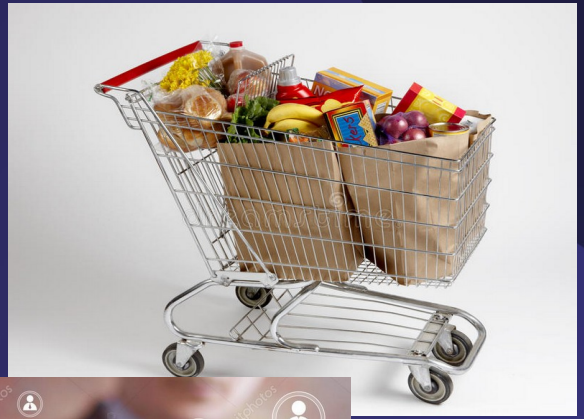




4. **Shopping cart –** is a part of an online store that displays items that a consumer has selected for purchase , but has not yet paid yet

5. FAQs – (Frequently Asked Questions) are a set of questions and answers that are provided on a website to provide users with information that users commonly want to know

6. Brick and mortar – is a business that operates in a physical location instead of online







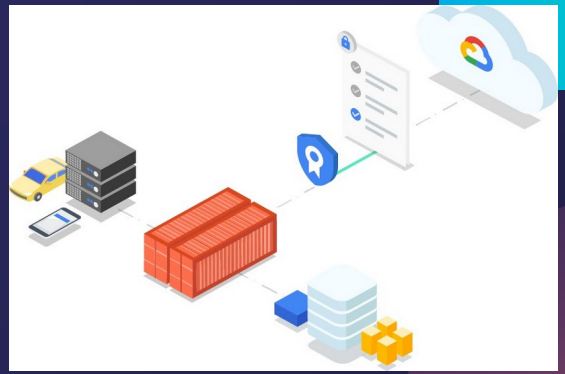
7. **Page views –** is a request from a computer to load a page of a website. They can be counted to analyze the number of people viewing a website.



8**. Digital certificate –** is an electronic document that proves an online business or person is who that business or person claims to be.



9. **Certificate authority –** it creates, offers and verifies reliable digital certificates.



What are the advantages and disadvantages of e-commerce?



Let’s brainstorm

Pros	Cons

Let's distinguish between B2C, B2B, and C2C E-commerce models and identify which type(s) you use most often and why.



From: johnson.mark@bargainequipment.com
To: amanda.jackson@marketing.tfcgaming.com
Subject: **Lowest Price Affiliate Program**

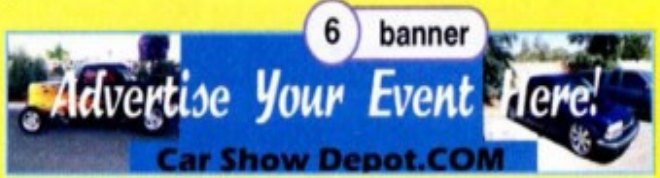
Dear Miss. Jackson,

Our advertising at **brick and mortar** gaming shops is not producing video game equipment sales. Those consumers are much more active in **e-commerce**. So, we at BargainEquipment.com want TFC Gaming to become an **affiliate**. Our program works in the following manner. You display our **banner** when customers view their **shopping cart**. This directs **traffic** our way. TFC Gaming earns a percentage of sales from that traffic. We pay a smaller percentage for increases in **page views** without sales.

Our **FAQs** explain that affiliates are not responsible for our products. We do ask that affiliates obtain a **digital certificate** with our preferred **certificate authority**.

Contact me with any questions.
Regards,

Mark Johnson
Marketing Director, BargainEquipment.com



2 Read the email from the marketing director of bargainequipment.com. Then, mark the following statements as true (T) or (F) false.

1 F BargainEquipment.com has a brick and mortar shop.

2 F TFC Gaming is an affiliate of BargainEquipment.com.

3 T Affiliates earn a percentage of sales for increases in page views.

Vocabulary

3 Read the sentence pairs. Choose where the words best fit in the blanks.

1 digital certificate/certificate authority

I don't trust this site, it has no digital certificate

The certificate authority will tell customers our site is safe.

2 page views/traffic

My site has two hundred more page views today.

Advertising a website should increase traffic.

3 FAQs/banner

Let's display a new banner to attract attention.

Check the FAQs to find out about the company.

4 Fill in the blanks with the correct words and phrases form the word bank.

word BANK

affiliate e-commerce

shopping cart brick and mortar

1 E-commerce allows people to shop with businesses globally.

2 My business is a(n) affiliate of that website. We share profits.

3 There are many brick and mortar shops on Main Street.

4 Put an item in a shopping cart and pay for it later.



Listen to part of a conversation between employee of BargainEquipment.com and TFC Gaming. Choose the correct answers.

Listen to part of a conversation between employees of BargainEquipment.com and TFC Gaming. Choose the correct answers.

1. What are the employees mostly talking about?
A. raising sales
B. meeting affiliates
C. calculating profits
D. payment percentages

2. TFC Gaming earns a half percent for ... .
A. each sale
B. slowing traffic
C. 100 page views
D. becoming an affiliate



Listen again and complete the conversation

Amanda: Hi Mark. This is Amanda from TFC Gaming.
Mark: Hi Amanda. Glad to hear from you.
Amanda: Well, we're definitely interested in being an 1) _____. But we have some questions.
Mark: Of course. What do you want to know?
Amanda: About the 2) _____. What do we earn for just an increase in 3) _____ _____?
Mark: That's 0.5% per hundred.
Amanda: I see, and for sales from our 4) _____?
Mark: All BargainEquipment.com affiliates get 2% of the 5) _____ _____.

Answers: 1. affiliate; 2. percentages; 3. page views; 4. traffic; 5. total profit

Watch a video and based on it, discuss how these trends impact consumers and



Group Work Activity

- In a group of 4-5 students research and present about popular E-commerce platforms in different countries (e.g., Alibaba in China, Flipkart in India). Compare the features, target audience, and unique selling points of these platforms.







Watch the video and mark the following statements as True or False.



- 1. A recent study shows that Australians are not making online purchases.

True
False

- 2. According to the same study, 59% of small and medium-sized businesses take orders online.

True
False

- 3. The company JR Apparel does everything online, from banking to taking orders.

True
False

- 4. Online businesses can reach more indigenous people in remote communities.

True
False

- 5. Broadband hinders the way of bringing content into people’s homes.

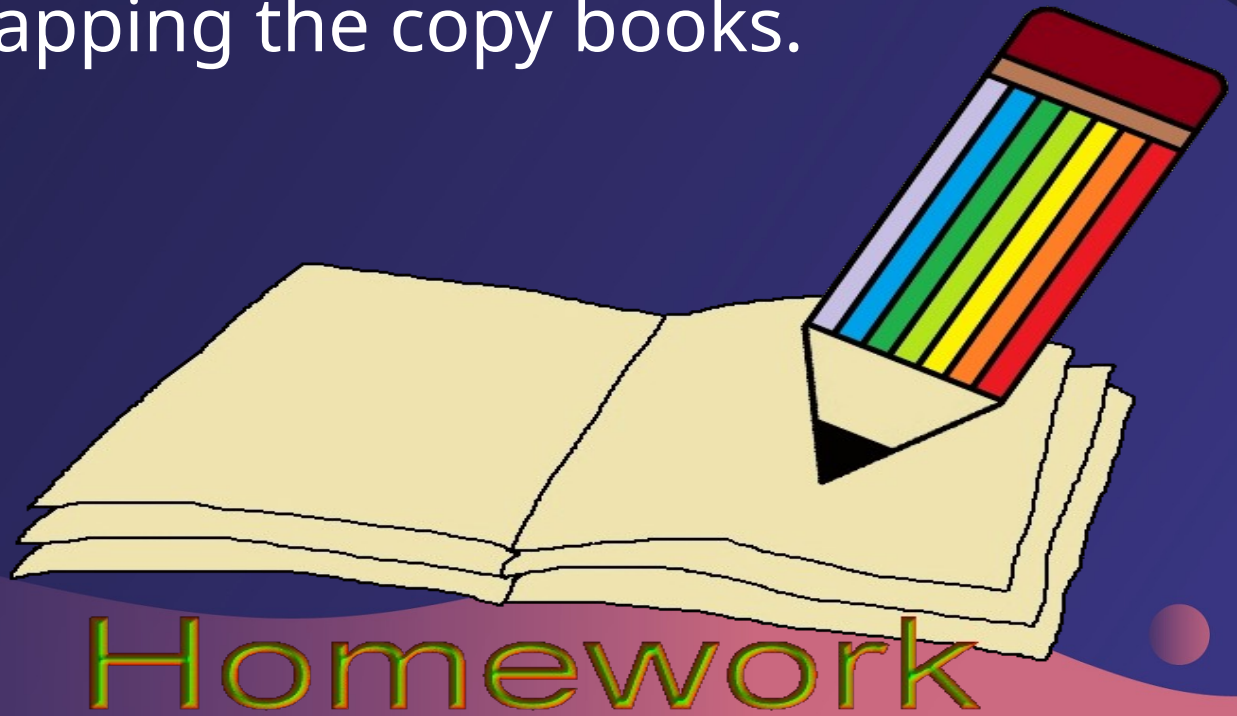
True
False

- 6. The Internet gives the buyer the ability to compare products.

True
False

IT IS HIGH TIME TO REVIEW ALL MATERIALS!

- Watch this video again and make up 5 multiple types of questions based on it so that the peers can answer them by swapping the copy books.



THANKS!



Do you have any questions?

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**



Computer Memory

AGENDA

1. **Understand types of memory;**

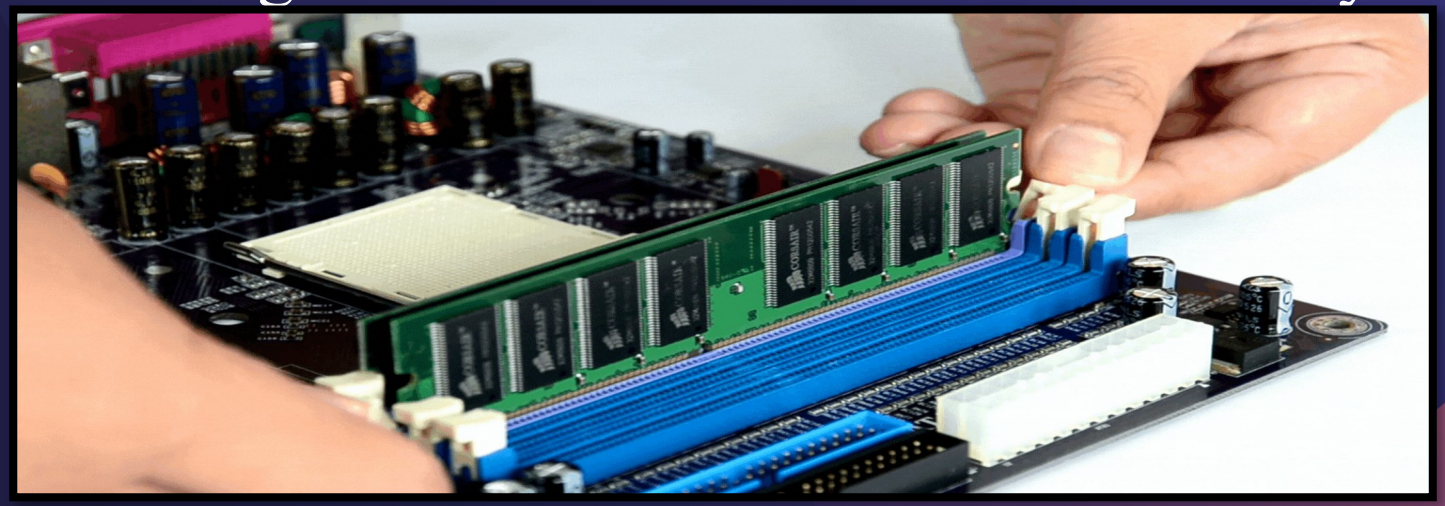
2. **Speak about troubleshooting in computer memory;**

3. **Use imperative sentences to give instructions.**

LET'S TALK!

1. How has increased computer memory changed business?

2. When do people need to add more computer memory?



Watch the video about computer memory and find an answer to the question on how computer memory works

TechTarget

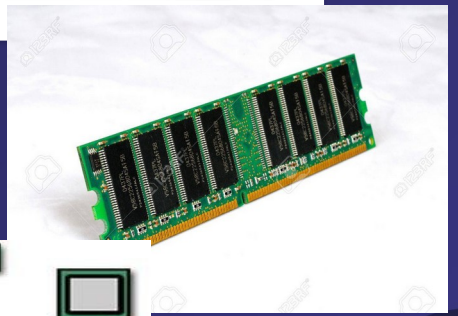
Let's Boost Your Vocabulary!

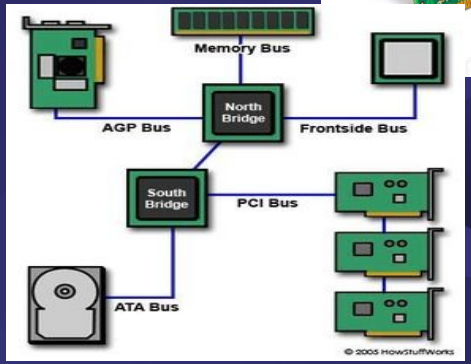
1. **SIMMs** – Single Inline Memory Module is an older type of memory module. It sends up to 32 bits of data to CPU.

2. **DIMMs –** Dual Inline Memory Module is a newer type of memory module. It sends 64 bits of data to the CPU.

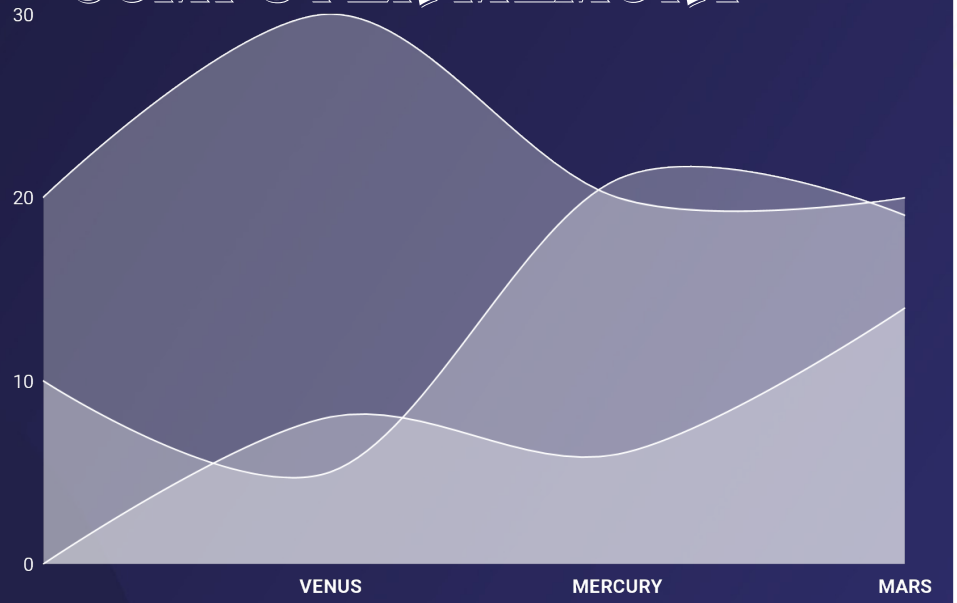
3. **Bus speed** – a computer's bus speed measures how many times the CPU can access a group of bits per second. This is measured in MHz.







COMPUTER MEMORY



4 Fill in the blanks with the correct words and phrases from the word bank.

word BANK

hard drive RAM bit size
MB bus speed

1 The computer has a bit size of 64 bits.
2 The computer's CPU has a bus speed of 800 MHz.
3 Increase the virtual memory to store data on the hard drive.
4 This computer comes with 900 MB of RAM.
5 Install additional RAM into the motherboard.

MHz	DIMM	bit	SIMM	motherboard	virtual memory	paging file

A. where data that doesn't fit in the RAM is stored _____
B. the main circuit board in a computer _____
C. a unit of measurement that measures the speed of a CPU _____
D. a data storage method that stores data on the hard drive _____
E. the smallest unit of computer data _____
F. a memory module that sends up to 32 bits of data to a CPU _____
G. a memory module that sends up to 64 bits of data to a CPU _____

Answers: 1. paging file; 2. motherboard; 3. MHz; 4. virtual memory; 5. bit; 6. SIMM; 7. DIMM

GRAMMAR FOCUS: IMPERATIVE SENTENCES

An imperative sentence gives a direct command to an implied second person and it addresses an implied second person with a request, command, instruction, or invitation.
Example: "Open Task Manager by pressing Ctrl + Shift + Esc."
Explanation: This command directs the user to open Task Manager, a built-in tool for checking memory usage.
Example: "Navigate to the 'Performance' tab."
Explanation: This instructs the user to go to a specific tab within Task Manager to view memory statistics.
erative sentences do not have a subject.

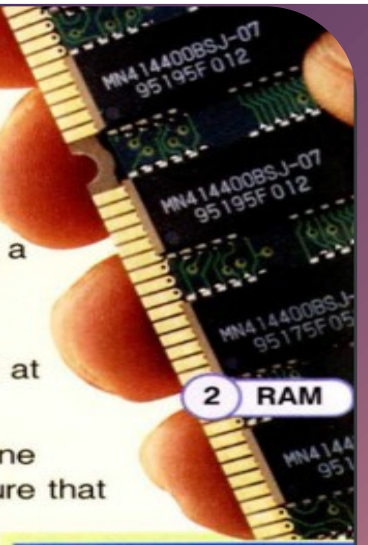
ClearPic Troubleshooting Guide


1 motherboard

Certain memory requirements are necessary to install and run ClearPic. Check that the computer has at least 500 **MB** of **RAM** available. For optimal performance, make sure the computer's CPU has a **bit size** of at least 32 **bits**. It should run at a **bus speed** of 800 **MHz**.

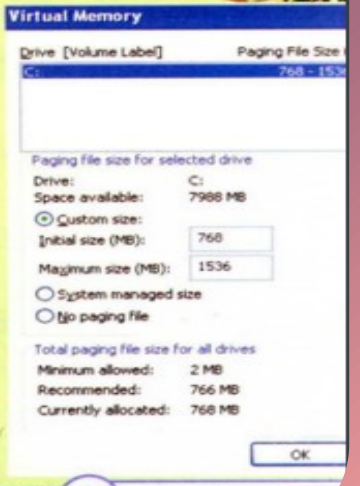
There are several options to fix problems with limited memory. One, is to limit the number of programs running at the same time.

Another, is to increase the amount of RAM. First, determine whether your computer uses **SIMMs** or **DIMMs**. Make sure that the memory's **bus speed** matches that of the computer. Purchase the appropriate amount of RAM and attach it to the **motherboard**.

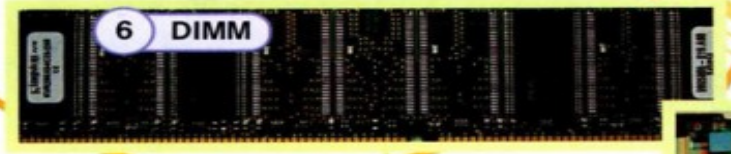


2 RAM

You can also increase your computer's **virtual memory**. This temporarily stores data on a **paging file** on the computer's **hard drive**. To add virtual memory, click on the "My Computer" icon. Under "Properties," increase the maximum memory amount.



3 virtual memor


6 DIMM





Get ready!

1 Before you read the passage, talk about these questions.

1 How has increased computer memory changed business?

2 When do people need to add more computer memory?

Reading

2 Read the troubleshooting



2 Read the troubleshooting guide. Then, choose the correct answers.

1 What is the passage mainly about?

A the main function of the CPU
B where to install the ClearPic file
C how to add or modify computer memory
D speeds of RAM attached to the motherboard

2 What should people do first when increasing available RAM?

A check to see if they need SIMMs or DIMMs
B increase the amount of virtual memory
C temporarily store their data on a paging file
D make sure the CPU runs at a speed of 800 MHz

3 What is NOT a way to fix a limited memory problem?

A increase the amount of virtual memory
B buy a new motherboard for the computer
C reduce the number of programs running
D increase the amount of available RAM

FIND A PEER

Students will be divided into two groups and a teacher will distribute cards with written terms related to the topic to the first group and definitions of the terms to the other group. Students need to find the definition or the term of the definition by mingling in the class. Ultimately, reviewing vocabulary in this way students will be peered for future activity.

ASSIGNMENT

TextStudio

READ THE TEXT ABOUT TYPES OF COMPUTER MEMORY AND WRITE IMPERATIVE SENTENCES BASED ON IT.

Work in pairs and create troubleshooting guides with imperative sentences.

Example: **Ensure RAM modules are properly seated in their slots. Look for any dust or debris inside the computer; clean it gently.**

Listen to a conversation and mark the statements as *True* or *False*.

1. The customer's CPU is too slow to run the program.
True
False
2. The employee advises the customer to buy more RAM.
True
False
3. Increasing the virtual memory will increase the paging file size.
True
False



Listen again and complete the conversation

Employee: Good morning. How can I help you?
Customer: Hi. I installed ClearPic and I'm trying to run it. But the program keeps freezing.
Employee: How much memory is available on your computer?
Customer: It has 256 MB of RAM.
Employee: Well, 1) _____. To run ClearPic you really want to have at least 500 MB of memory.
Customer: So how can I fix that?
Employee: One easy way is to increase your computer's 2) _____.
Customer: What will that do?
Employee: It increases the paging file size. That way, your computer's 3) _____ can store more data.
Customer: I see. So 4) _____ do I increase the memory?
Employee: 5) ____ on the 'My Computer' icon. Under 'Properties,' increase the maximum memory amount _____6) half.
Customer: Okay. Thanks for your help!



Answers: 1. there’s your problem; 2. virtual memory; 3. hard drive; 4. how exactly; 5. Just click; 6. by at least

Use the words below to complete the text

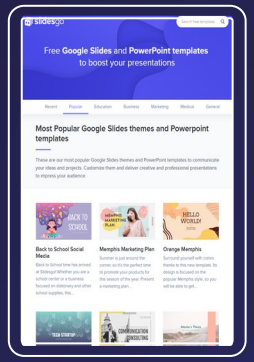


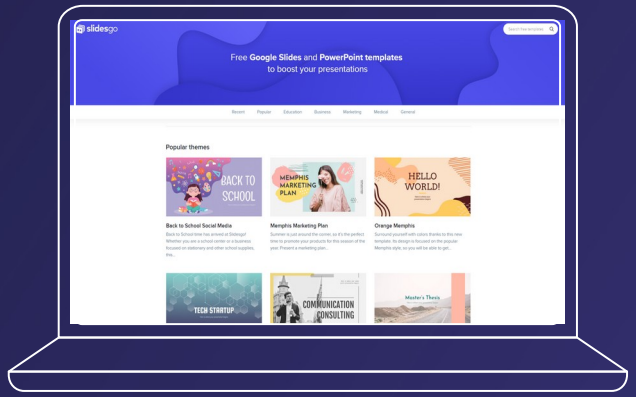
cores	technology	read	optical	purchase	faster

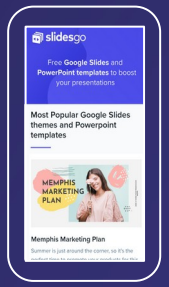
Special Agent Nickolaos Contaxakis gives his advice on what 1) _____ terms one should be aware of, prior to buying a new computer. A buyer can 2) _____ a dual core or quad core for their computer. Mr. Contaxakis explains that the more 3) _____ the computer has, the more brain power it has. Regarding the speed of the processor, the more gigahertz that are available the 4)_____ it will work. Also, the larger the hard drive the more information can be stored on it. Lastly, the 5) _____ drive, otherwise known as a CD or DVD drive, is the section of the computer that allows it to 6) movies or regular music.

Answers: 1. technology; 2. purchase; 3. cores; 4. faster; 5. optical; 6. read

HOME ASSIGNMENT







Learn the terms/specific words which you studied during the lessons.
Get ready to make the presentation.

Analyze the memory usage of your own computer or another device you use regularly.

Instructions:

- Use built-in tools or third-party software to check the current RAM and virtual memory usage.
- Document how much RAM is in use, how much is available, and how virtual memory is being utilized.
- Identify and list the programs that are consuming the most memory.
- Write a 1-page report of your findings, including screenshots or graphs if possible.

Tips:

Using Third-Party Software:

Download and Install: Download from CPU-Z's official website

Task Manager:

Open Task Manager:

Press Ctrl + Shift + Esc or Ctrl + Alt + Del and select "Task Manager."

Check RAM Usage:

Go to the "Performance" tab.

Click on "Memory" to see the current RAM usage, available memory, and other details.

Check Virtual Memory:

Go to the "Performance" tab.

Click on "Memory," then scroll down to see "Virtual Memory" statistics at the bottom of the window.

THANKS!



Do you have any questions?

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**