E-COMMERCE & COMPUTER MEMORY…

AGENDA

Learn specific vocabulary

Clarify information

Describe minimum requirements

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.



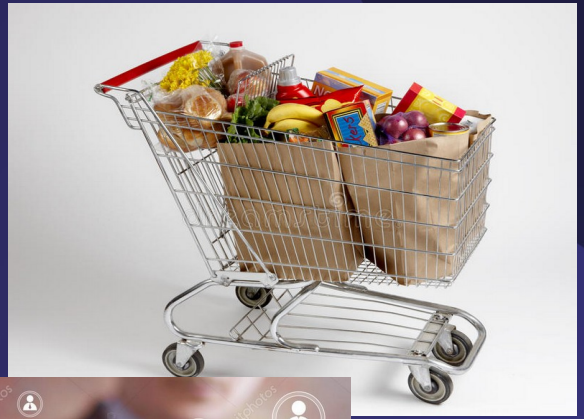




4. **Shopping cart –** is a part of an online store that displays items that a consumer has selected for purchase , but has not yet paid yet

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







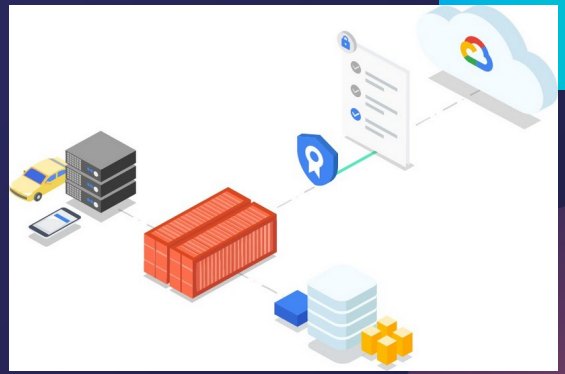
7. **Page views –** is a request from a computer to load a page of a website. They can be counted to analyze the number of people viewing a website.



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.



LET'S TALK ABOUT THESE QUESTIONS

1. What do you buy online?

2. How does online shopping help businesses?

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

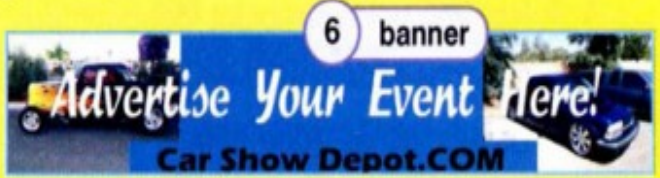
Dear Miss. Jackson,

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.



Computer Memory

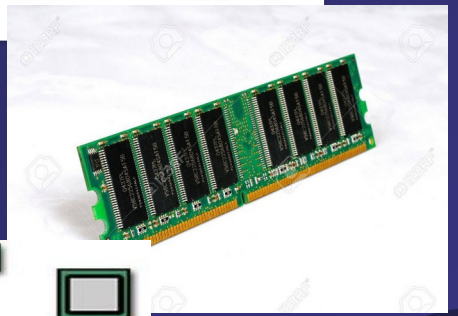
Let's Boost Your Vocabulary!

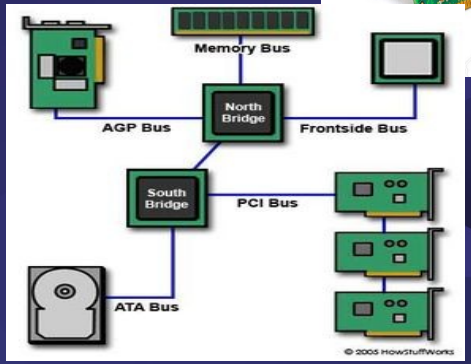
1. **SIMMs** – Single Inline Memory Module is an older type of memory module. It sends up to 32 bits of data to CPU.

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.







Watch the video about computer memory and answer the questions

ClearPic Troubleshooting Guide

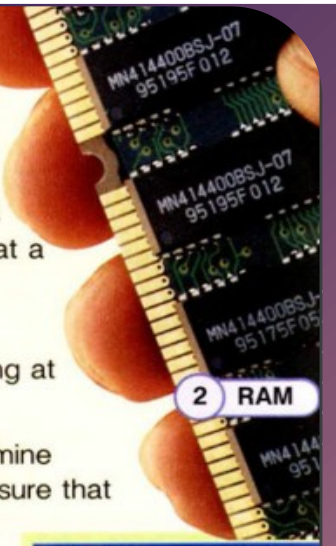

1 motherboard

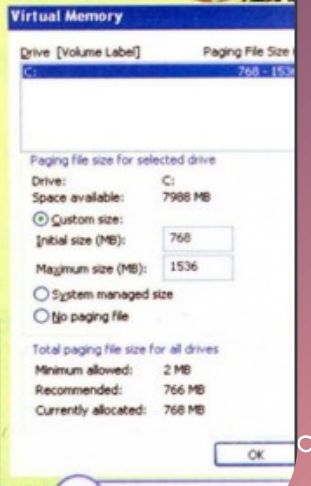
Certain memory requirements are necessary to install and run ClearPic. Check that the computer has at least 500 **MB** of **RAM** available. For optimal performance, make sure the computer's CPU has a **bit size** of at least 32 **bits**. It should run at a **bus speed** of 800 **MHz**.

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**.

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.


2 RAM



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 motherboar

2 What should people do first when increasing available RAM?

- **A** check to see if they need SIMMs or DIMM
- **B** increase the amount of virtual memory
- **C** temporarily store their data on a paging fil
- **D** make sure the CPU runs at a speed of 80 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

Vocabulary

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

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2 page views/traffic

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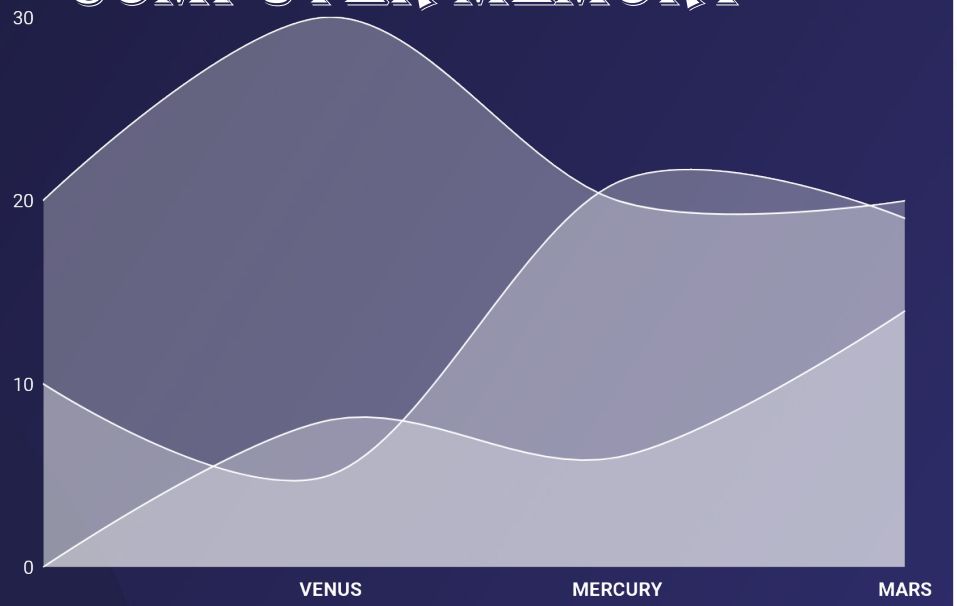
Advertising a website should increase _____.

3 FAQs/banner

Let's display a new _____ to attract attention.

Check the _____ to find out about the company.

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 _____ of 64 bits.

2 The computer's CPU has a _____ of 800 MHz.

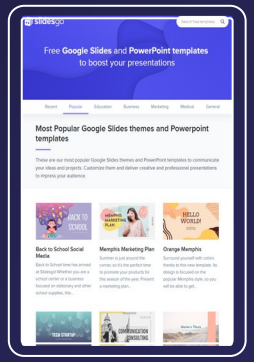
3 Increase the virtual memory to store data on the _____.

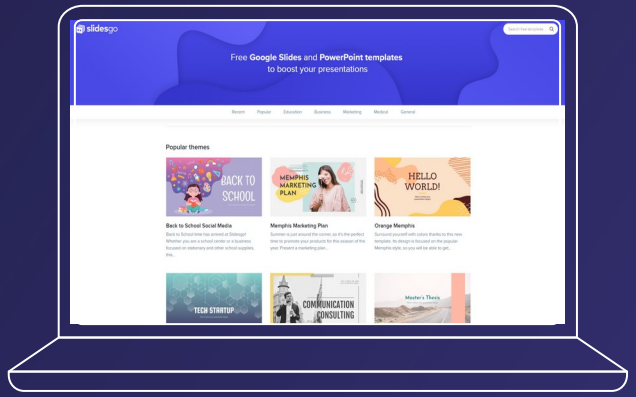
4 This computer comes with 900 _____ of RAM.

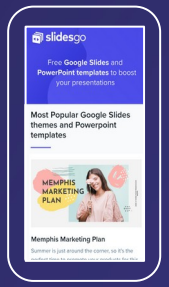
5 Install additional _____ into the motherboard.

IT IS HIGH TIME TO REVIEW ALL MATERIALS!

HOME ASSIGNMENT







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

THANKS!



Do you have any questions?

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