


# INGLÉS TÉCNICO

TOPIC 10	E-commerce and e-government	18 Nov. 2013
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1. Go to “E-commerce basics and definitions.”
  - 1.1. Explain the meaning of expressions like B2C, B2B, C2C, B2G, or G2C, and copy the various categories of e-commerce outlined in the article.
  - 1.2. What is m-commerce? In which ways does it differ from other forms of e-commerce?
  - 1.3. Describe how P2P networks function. How serious is the problem of freeloading? What repercussions does the use of BitTorrent have for businesses that sell on line?
  - 1.4. What do you prefer for your own shopping, a brick-and-mortar business or a virtual storefront? What are the points in favor of each of them?
2. Identify technical vocabulary (to be included in your lexicon project) and explain their use. By the end of this week you should have between 315 and 450 new terms.
3. Outline “The top 10 e-commerce challenges for business owners.” Make sure you understand all key expressions: SEO, SERP, think tank, Generation Y, sales funnel, flash sale, pop-up store, crowdsourcing, etc.
4. Scan “How airline e-tickets work.”
  - 4.1. List the advantages and disadvantages of e-tickets vs. paper tickets.
  - 4.2. Briefly explain how to use e-tickets.
  - 4.3. Find some information about no-frills airlines and how they manage to charge such inexpensive fees.
5. Watch the video “The eGovernment revolution.”
  - 5.1. Explain the inconveniences of data silos. Why are they so difficult to eradicate in complex organizations?
  - 5.2. What does Viktor Mayer-Schönberger mean when he speaks of an e-government revolution?
  - 5.3. Which security issues does this revolution raise?
  - 5.4. Find out what the difference is between e-government and e-governance.