

U3.08 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What is e-commerce?

The buying and selling of goods or services electronically over the internet.

CARD 2

What is the role of e-commerce in a global environment?

It allows businesses to buy, sell, communicate, receive payments and serve customers across national borders through digital systems.

CARD 3

What are the four main types of e-commerce?

Business-to-Consumer (B2C), Business-to-Business (B2B), Consumer-to-Consumer (C2C) and Consumer-to-Business (C2B).

CARD 4

How does e-commerce help businesses reach global customers?

It reduces geographical barriers by allowing overseas customers to discover, compare and purchase products or services online.

CARD 5

How does e-commerce support global payments and trading?

It allows electronic payments and 24/7 transactions, so customers in different countries and time zones can buy at any time.

CARD 6

How does e-commerce improve global customer service and decision-making?

It supports online communication, tracking, reviews and customer data that businesses can use to understand demand and adapt products or marketing.

CARD 7

What are the major benefits of e-commerce in global markets?

Larger markets, increased sales opportunities, lower operating costs, greater convenience, faster transactions, improved efficiency and better customer data.

CARD 8

What are the major challenges of e-commerce in global markets?

Freight and returns, customs and duties, language and currency differences, trust, localisation, and security and privacy risks.

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CARD 9

Why can e-commerce support international expansion without physical stores?

Businesses can display, sell and receive payment online, allowing them to enter overseas markets without opening a store in every country.