



Worksheet 7: Missing key digital commerce terms

What is the missing key digital commerce term?

The use of a smartphone for online banking services is called _____.

An _____ is a computerised shopping till that provides information on stock level and consumers' shopping habits to a business.

Sidebar advertisements use _____ as an advertising medium to attract the attention of the browsers.

A _____ is a two-dimensional code that directs a user to a specific website when it is scanned with a smartphone.

Ecommerce involves the use of the internet for _____ and _____ goods and services.

Computerised transfer of funds between bank accounts is called _____ transfer.

Debit cards that do not require a PIN to be entered for payment at a retail store are called _____ cards.

_____ is the most suitable way in which producers and retailers can quickly spread the information and create a desire to buy a product or brand among their potential buyers and their network of friends.