



Worksheet 7: Missing key digital commerce terms answers

What is the missing key digital commerce term?

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

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

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

A quick response code 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 buying and selling goods and services.

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

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

Social commerce 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.