

**Oum El Bouaghi University**

**Faculty of Economics, Business, and Management**

**Department of Management**

**M1. Business Management**

**Lecture 04 : Electronic commerce**

Electronic commerce is a transaction of buying or selling online. Electronic commerce draws on technologies such as [mobile commerce](#), [electronic funds transfer](#), [Internet marketing](#), [online transaction processing](#), [electronic data interchange](#), [inventory management systems](#), and automated [data collection](#) systems. Modern electronic commerce typically uses the [World Wide Web](#) for at least one part of the transaction's life cycle although it may also use other technologies such as [e-mail](#). (§1)

Electronic commerce helps create new job opportunities due to information related services, software app and digital products. At same time, it also causes job losses as it replaces traditional shopping and do not need amount of store staff. Accompanied with the e-commerce development, it requires broader range of skills in digit, technology and information base. The employees should be capable at dealing with large number of customers' demands and order process. Therefore, it increases the demand of employees with high skills and specialized expertise as well as increases the wages for this group of people. (§2)

It helps customers not to leave home and to browse website online. It could help to save customers' time. It is more prices effective for customers especially when there is a promotion. Also it provides products' detailed information to help customers to buy what they need . (§3)

**Questions:**

**1- Answer the following questions :**

- a- What is E. commerce?
- b- E. commerce helps in what?
- c- E. commerce helps costumers to buy products. Explain from the text.

**2- Find the opposites of each word ( from the text)**

- |                     |                        |
|---------------------|------------------------|
| Old ≠ ..... (§2)    | Decreases ≠ ..... (§2) |
| Narrow ≠ ..... (§2) | To sell ≠ ..... (§3)   |
| wins ≠ ..... (§2)   | low ≠ ..... (§3)       |
| Less ≠ ..... (§3)   |                        |

**3- Find the synonyms of each word (from the text) :**

- |                       |                      |
|-----------------------|----------------------|
| Enable = ..... (§2)   | Protect = ..... (§3) |
| Provide = ..... (§1)  | Want = ..... (§3)    |
| Progress = ..... (§2) | Chances = ..... (§2) |
| Staff = ..... (§2)    |                      |

**4- Say if the followin statements are true or false :**

- a- E. commerce helps to buy and sell certain products .....
- b- Modern electronic commerce uses WWW, and it does not use e mail. ....
- c- E. commerce causes job losses as it causes job opportunities .....
- d- E. commerce provides an easy way to make shopping to consumers. ....

- **Translate the text into Arabic** ترجم النص إلى اللغة العربية

## **للحفظ :**

- **Electronic commerce** is a transaction of buying or selling online.
- التجارة الإلكترونية هي صفقة شراء أو بيع عبر الإنترنت.

### **Electronic commerce helps in :** تساعد التجارة الإلكترونية في:

1. Create new job opportunities خلق فرص عمل جديدة
2. Requires broader range of skills in digit يتطلب مجموعة واسعة من المهارات في الأرقام
3. Increases the wages زيادة الأجور
4. Increases the demand of employees زيادة الطلب من الموظفين
5. Dealing with large number of customers' التعامل مع عدد كبير من العملاء

## Answers:

### 1- Answer the following questions :

a- **Electronic commerce** is a transaction of buying or selling online.

b- commerce helps in :

1. Create new job opportunities
2. Requires broader range of skills in digit
3. Increases the wages for this group of people
4. Increases the demand of employees
5. Dealing with large number of customers'

c- commerce helps costumers to buy products. **because** It could help to save customers' time. It is more prices effective for customers especially when there is a promotion.

### 2- the opposites of each word ( from the text)

Old  $\neq$  new (§2)                      Decreases  $\neq$  increase (§2)

Narrow  $\neq$  large (§2)                      To sell  $\neq$  to buy (§3)

### 3- the synonyms of each word (from the text) :

Enable = capable (§2)

Protect = save (§3)

Want = need (§3)

Chances =opportunities (§2)

Progress = development (§2)

### 4- Say if the followin statements are true or false :

e- E. commerce helps to buy and sell certain products **True**

f- Modern electronic commerce uses WWW, and it does not use e mail. **False**

g- E. commerce causes job losses as it causes job opportunities **True**

h- E. commerce provides an easy way to make shopping to consumers. **True**

