

Specification Topic: Technology and business

Q1	Fill in the gaps
<p>The use and development of _____ has had a significant influence on business activity. E-commerce, _____ and _____ communication has changed the way businesses operate and communicate. _____ can be used to help businesses access _____ markets for example; a website enables a business to reach customers all over the _____. Social media, such as _____, has changed the way businesses can _____ with their customers and can be used to _____ the business.</p> <p>Digital communication has also changed the way businesses communicate with _____, for example; rather than sending customers a bank statement through the post, banks now provide customers with _____ banking facilities. In addition, developments in technology mean customers can use electronic _____ systems, such as _____, to pay for goods and services _____ and safely.</p> <p>Business have to respond to _____ in technology in order to provide what customers want and to remain competitive, for example, national newspapers now have _____ editions and taxi firms use _____ messages to announce their arrival.</p>	
<p>Choose from: PayPal; promote; text; online; customers; quickly; changes; social media; digital; online ; wider; communicate; Facebook; payment; technology; world; e-commerce</p>	

Q2	Key terms! Explain what you understand by the following terms...
	2.1 E-commerce
	2.2 Social media
	2.3 Digital communication
	2.4 Digital payment systems

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Q3	True or false? Identify if the following statements are true or false		
		True	False
	3.1 The use of e-commerce can increase business costs, as there is less need for expensive retail premises		
	3.2 Developments in technology can lead to product developments which can increase sales		
	3.3 When using digital technology to promote products it is impossible to target individuals		
	3.4 Consumer ability to compare prices online may force businesses to compete on price		
	3.5 Digital payment systems are convenient for customers, but will cost the business to install		
	3.6 A small business can use e-commerce to increase its sales worldwide		

Q4	Anagram time! Unjumble the different types of social media and add them to the diagram
	Anagrams: <i>Writtte</i> <i>Bookface</i> <i>Betuyou</i> <i>Magastrin</i> <i>Patschan</i>

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Q5	Mini case study
	Small businesses, such as “Bob’s Barbers,” have started to use social media and digital payment systems. Through a simple app, customers are able to book appointments and pay afterwards by debit card. In addition, “Bob’s Barbers” now has its own Facebook page.
	<p>5.1 Explain one advantage and one disadvantage to “Bob’s Barbers” of using a digital payment system</p> <p>Advantage:</p> <p>Disadvantage:</p>
	<p>5.2 Explain one advantage and one disadvantage to “Bob’s Barbers” of using social media</p> <p>Advantage:</p> <p>Disadvantage:</p>