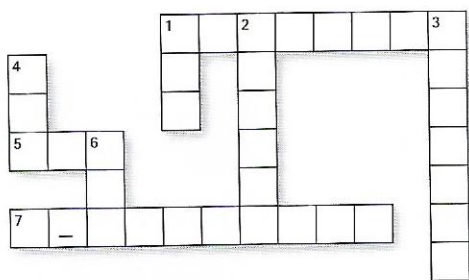


27.1 Solve the clues and complete the puzzle with words from A and C opposite.



Across

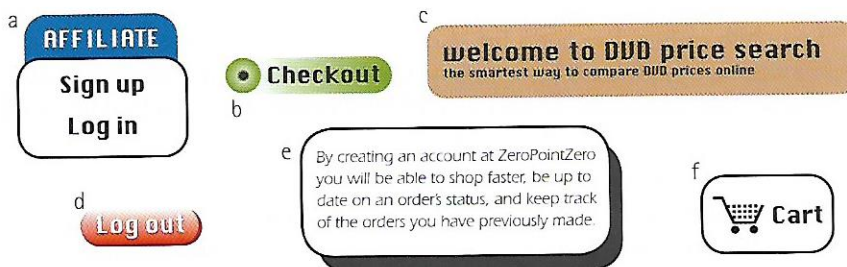
- 1 One of the programs used to help shoppers while ordering on the Internet is called a cart program.
- 5 The most common type of e-commerce.
- 7 The exchange of goods and services over the Web.

Down

- 1 Type of certificate used to make credit card transactions secure.
- 2 An shop is an Internet shop.
- 3 The interface needed to pay online is a payment
- 4 The type of commerce that links two firms.
- 6 A type of e-commerce that some websites, e.g. eBay, have made popular.

27.2 Put these steps from shopping websites in the right order to explain the process of buying online.

- 1
- 2
- 3
- 4
- 5
- 6



27.3 There are some drawbacks to e-commerce and people are not always happy with it. Complete the sentences with words from the opposite page.

- 1 is great until you have a complaint. Unlike a shop you have nowhere to go.
- 2 There have been problems with both, web only businesses, and, high street names with a web presence. Computing experts say a large part of the problem lies with the software available for customer support online.
- 3 Since the National Consumers' League started tracking Internet fraud some years ago, one type of e-commerce has come top for complaints about fraud: Internet Four out of ten buyers reported problems such as never receiving what they had bid for.
- 4 If you want to reduce the risks while buying on the Web, use a as a way of holding securely credit card numbers, shipping and mailing addresses.



You and computers

Have a look at different online shops. Study their design and the different elements they have used, and make a list of the type of products and services they offer.