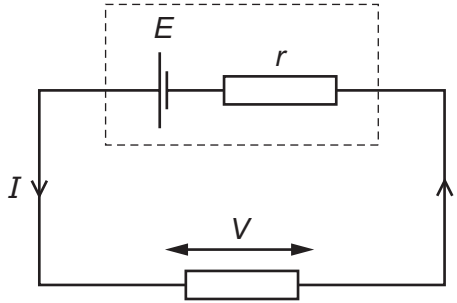
32 A cell of electromotive force E and internal resistance r is connected to an external resistor, as shown.



The current in the circuit is I and the potential difference (p.d.) across the external resistor is V.

In the equation $(E - V) = Ir$, what does the term $(E - V)$ represent?

A electrical energy per unit charge lost in the cell

B electrical energy per unit charge lost in the complete circuit

C electrical energy per unit charge lost in the connecting wire

D electrical energy per unit charge lost in the external resistor