

UNIT 5: E-COMMERCE

Lesson 3



ACTIVITY 1: Watch the video about types of businesses.



ACTIVITY 2: Match the types of business to the definitions.

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| 1. Business-to-customer (B2C) | a. buying products or services from a mobile phone. |
| 2. Business-to-business (B2B) | b. when a company sells to an individual. |
| 3. M-commerce | c. when a company sells a product or service to another company. |
| 4. Consumer-to consumer (C2C) | d. when an individual sells to another individual. |

ACTIVITY 3: Match the types of business in the box to the correct column 1-4.

B2C business-to-consumer	C2C consumer-to-consumer
B2B business-to-business	M-commerce

Types of Business	1 _____	2 _____	3 _____	4 _____
Explanation	Companies exchange information and make wholesale transactions.	Companies sell products or services to customers over the Internet.	People sell or exchange second-hand, used items and collectibles.	Customers purchase products and services via mobile devices.
Examples	coffee supplier to Nestlé	Amazon	eBay	news, sport results