



SURIN TECHNICAL COLLEGE

30000-1206 English for Digital Business Technology

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Name.....No.Class.....Dept.....

Unit 1: Introduction to Digital Business

1. Reading Passage

Topic: The Rise of Digital Business

In the modern world, **digital business** is changing how we live. Many companies now use **platforms** to reach **consumers** globally. Instead of going to a physical shop, people prefer **e-commerce** because it is fast and easy. However, being a good **digital citizen** is important. This means following **ethics** and respecting **privacy**. Businesses must invest in **cybersecurity** to protect customer **data**. If a company uses **innovation** correctly, it can grow very fast in the digital age.

• **Reading Questions (10 Questions - Easy to Hard):**

1. What is changing how we live?

Ans =

2. Where can companies reach consumers?

Ans =

3. Why do people prefer e-commerce?

Ans =

4. What should a good digital citizen follow?

Ans =

5. What must businesses protect?

Ans =

6. What is the role of 'innovation' for a company?

Ans =

7. True or False: E-commerce requires a physical shop.

Ans =

8. What tool protects systems from hackers according to the text?

Ans =

9. What does 'globally' mean in this context?

Ans =

10. Summarize the main idea of the text in one sentence.

Ans =

"Believe in yourself and all that you are."

