

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA- GOA
B.COM. CBCS (SEMESTER-IV) EXAMINATION, JULY 2021
E-COMMERCE AND E-ACCOUNTING

Duration: **1hour 30 minutes**

Marks:**20**

Instructions:

1. *All questions are compulsory.*
2. *Answer ANY FIVE sub-questions in Q1 in not more than 50 words each.*
3. *Answer ANY TWO sub-questions in Q2 in not more than 250 words each.*
4. *Figures to the right indicate maximum marks to the questions.*

Q1.

(5x2=10)

- a. Define m-Commerce.
- b. Explain ANY TWO advantages of e-Commerce.
- c. What is a web community with regards to e-marketing?
- d. List the phases of e-CRM.
- e. Define e-SCM.
- f. What is e-cash?
- g. What is online advertising?
- h. Explain ANY TWO limitations of m-commerce.

Q2.

(2x5=10)

- a. Explain each category of e-commerce with the help of an example.
- b. Explain the process of setting up an e-commerce website.
- c. Explain each form of e-payment in detail.

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