

Goa Vidyaprasarak Mandal's
Gopal Govind Poy Raiturcar College of Commerce and Economics
Ponda Goa
B. Com. (Semester – IV) Examination, April 2017

E-COMMERCE & E-ACCOUNTING
(APPLIED COMPONENT)

Duration: 1¹/₂ Hour

Marks: 40

INSTRUCTIONS:

1. Q. No. 1 is compulsory.
2. Answer any THREE questions from Q. No. 2 to Q. No. 6.
3. Figures to the right indicate full marks.

- Q. 1. a. Explain any six requirements of e-payment system. (6)
b. Write a note on Real Time Gross Settlement (RTGS) (4)
- Q. 2. a. Distinguish between e-commerce and m-commerce (Any five points) (5)
b. Explain any five limitations of m-commerce (5)
- Q. 3. a. Explain any three features of e-marketing (6)
b. Write a note on market segmentation strategy. (4)
- Q. 4. a. Write a note behaviour analysis in e-CRM (5)
b. Write a note profitability analysis in e-CRM (5)
- Q. 5. a. Explain any three e-business models (6)
b. Explain any two categories of e-commerce (4)
- Q. 6. a. Write note on procurement planning in e-SCM (5)
b. Write a note distribution planning in e-SCM (5)
