

**Goa VidyaprasarakMandal's**  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND**  
**ECONOMICS, PONDA-GOA**  
**B.COM. (SEMESTER- IV) EXAMINATION, APRIL 2018**  
**E-COMMERCE & E-ACCOUNTING**  
**(APPLIED COMPONENT)**

**Duration: 1½ hours**

**Marks: 40**

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**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.*

- Q1. a. What are the advantages of mobile commerce? (6)  
b. What are the reasons for growth of mobile commerce? (Any FOUR) (4)
- Q2. a. Explain value creation in SCM. (7)  
b. What do you mean by Supply chain management? Explain. (3)
- Q3. a. Differentiate between e-commerce and e-business. (6)  
b. Explain online advertising as an e-commerce revenue model. (4)
- Q4. a. Explain customer life cycle in CRM. (7)  
b. What do you mean by e-CRM? Explain. (3)
- Q5. Explain different web marketing strategies. (10)
- Q6. a. Explain the different types of Electronic fund transfer methods. (7)  
b. What do you mean by e-payment systems? Explain. (3)

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