

**Goa Vidyaprasarak Mandal's
Gopal Govind Poy Raiturcar College of Commerce and Economics
Ponda Goa**

**B. Com. IV Semester End Examination – April 2015
E-COMMERCE AND E - ACCOUNTING
(APPLIED COMPONENT)**

Duration: 1½ 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.
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- Q.1. a. Explain any five features of m-commerce. (5)
b. Explain any five applications of m-commerce. (5)
- Q.2. a. Explain seven C's of website designing. (7)
b. Write a note on e-marketing. (3)
- Q.3. a. Explain any seven requirements of e-payment system. (7)
b. Explain various categories of e-payment system. (3)
- Q.4. a. Write a note on inbound logistics. (5)
b. Write a note on e-supply chain management. (5)
- Q.5. Explain the phases of e-customer relationship management strategy. (10)
- Q.6. Explain any five revenue models of e-business. (10)
