

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. CBCS (SEMESTER- IV) EXAMINATION, APRIL 2019
E-COMMERCE & E-ACCOUNTING (GE 5)**

Duration: 1¹/₂ hours

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.*

- Q1. a. What are the advantages of mobile commerce? Explain. (6)
- b. What are the applications of mobile commerce? Explain (Any TWO). (4)
- Q2. a. Explain components of e SCM. (7)
- b. What do you mean by Supply chain management? Explain. (3)
- Q3. Explain e commerce revenue models. (10)
- Q4. a. Explain the tools used in e CRM. (7)
- b. What do you mean by e CRM? Explain. (3)
- Q5. Explain different web marketing strategies. (10)
- Q6. What are the different requirements of e payment systems? Explain. (10)

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