

**Goa Vidyaprasarak Mandal's  
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE  
AND ECONOMICS  
PONDA GOA**

**B. COM. (SEMESTER-IV) EXAMINATION, APRIL 2016**

**E-COMMERCE & 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.

- Q.1. a. Explain any three e-marketing strategies (6)  
b. Explain any two types of e-marketing websites (4)
- Q.2. a. Explain any five limitations of m-commerce. (5)  
b. Explain any five internet services used in m-commerce (5)
- Q.3. a. Explain any six requirements of e-payment system. (6)  
b. Write a note on National Electronic Fund Transfer (NEFT) (4)
- Q.4. a. Write a note customer value orientation (5)  
b. Write a note on tuned marketing (5)
- Q.5. a. Explain any three e-business models (6)  
b. Explain any two categories of e-commerce (4)
- Q.5. Explain the various phases of e-supply chain management (10)

\*\*\*\*\*