

Goa Vidyaprasarak Mandal's  
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND  
ECONOMICS, PONDA- GOA  
B.COM. CBCS (SEMESTER IV) SUPPLEMENTARY EXAMINATION  
AUGUST, 2021  
**E-COMMERCE AND E-ACCOUNTING (GE 5)**

**Duration: 1 hour 30 minutes**

**Marks: 20**

---

***Instructions:***

1. All questions are compulsory.
2. Answer **ANY FIVE** sub-questions in **Q1** in **not more than 50 words each**.
3. Answer **ANY TWO** sub-questions in **Q2** in **not more than 250 words each**.
4. Figures to the right indicate maximum marks to the questions.

**Q1.**

**(5x2=10)**

- a. Define e-Commerce.
- b. Explain any 2 advantages of m-Commerce.
- c. What is e-branding?
- d. Explain the concept of e-CRM.
- e. What is e-SCM?
- f. Explain the concept of an e-Wallet.
- g. Explain ANY TWO advantages of e-Commerce.
- h. Explain ANY TWO features of e-Marketing.

**Q2.**

**(2x5=10)**

- a. What are the various applications of m-Commerce? Provide suitable explanations for each.
  - b. Explain the phases of e-CRM.
  - c. Explain the various risks associated with e-payment systems.
-