

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA - GOA
B. COM. (SEMESTER – IV) SUPPLEMENTARY EXAMINATION,
MAY/JUNE 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 methods of online advertising (6)
b. Explain any four features of e-marketing (4)
- Q.2. a. Explain any five advantages of m-commerce. (5)
b. Explain any five applications of m-commerce (5)
- Q.3. a. Explain any six requirements of e-payment system. (6)
b. Write a note on Real Time Gross Settlement System (4)
- Q.4. a. Write a note customer life cycle modelling (5)
b. Write a note on e-customer relationship management (5)
- Q.5. a. Explain any three e-revenue models (6)
b. Write a note on B2B commerce (4)
- Q.5. Explain the various phases of e-supply chain management (10)
