

**Goa Vidyaprasarak Mandal's  
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND  
ECONOMICS, PONDA-GOA  
B.COM. (SEMESTER- IV) SUPPLEMENTARY EXAMINATION,  
MAY/JUNE 2018  
E-COMMERCE & E-ACCOUNTING  
(APPLIED COMPONENT)**

**Duration: 1<sup>1</sup>/<sub>2</sub> hours**

**Marks: 40**

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**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. Explain any four advantages of e-commerce. (2)  
b. Explain e-commerce models. (8)
- Q2. a. What do you mean by credit card? Explain advantages and disadvantages. (7)  
b. What do you mean by smart cards? Explain. (3)
- Q3. a. What are the different types of advertisements? Explain. (5)  
b. Explain the basis for market segmentation. (5)
- Q4. a. What are the disadvantages of mobile commerce? (4)  
b. What is the difference between e commerce and m commerce? (6)
- Q5. a. What are the benefits of e-CRM? (6)  
b. What are the challenges to e-CRM? (4)
- Q6. Explain the phases of e-SCM. (10)

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