

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

Duration: 1½ 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. Explain any four disadvantages of e commerce. (4)
b. Explain e commerce models. (6)
- Q2. a. What do you mean by credit card? Explain its advantages and disadvantages. (7)
b. What do you mean by e wallets? Explain. (3)
- Q3. a. What are the different types of advertisements? Explain. (6)
b. What are the features of e marketing? Explain. (4)
- Q4. a. What are the phases of e CRM? Explain. (4)
b. What are the tools used in e CRM? Explain (any THREE). (6)
- Q5. What do you mean by e SCM? Explain the technologies in e SCM? (10)
- Q6. What do you mean by mobile commerce? Explain its advantages & disadvantages. (10)

XXXXXXXXXXXXXXXXXX