

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS
PONDA- GOA
B.COM. CBCS (SEMESTER - IV) SUPPLEMENTARY EXAMINATION
DECEMBER, 2020
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. What is an e-wallet?
- g. Explain ANY TWO advantages of e-Commerce.
- h. Explain ANY TWO features of e-Marketing.

Q2.

(2x5=10)

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