

Goa Vidyaprasarak Mandal's  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND  
ECONOMICS, PONDA-GOA**  
**B.COM. CBCS (SEMESTER- IV) EXAMINATION, JUNE 2022**  
**E-COMMERCE & E-ACCOUNTING (GE 5) (Theory)**

**Duration: One & Half Hours**

**Marks: 40**

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***INSTRUCTIONS:***

- 1. Question. No. 1 is compulsory.*
- 2. Answer any THREE questions from Question No. 2 to Question No. 6.*
- 3. Figures to the right indicate marks.*

**Q.1.** What do you mean by E-Commerce? Explain different types of E-Commerce models with the help of suitable example and diagram. **(10 Marks)**

**Q.2.** Explain the concept of Revenue for E-Commerce business. The success of E-Commerce business depends upon the types of revenue model adopted by them, with regards to this explain the various revenue models available for E-Commerce business to maximize their profitability. **(10 Marks)**

**Q.3.** Is E-commerce better than traditional commerce? Explain. Also state and explain the merits and demerits of E-Commerce. **(10 Marks)**

**Q.4.** What is E-Marketing? Explain different types of E-Marketing with the help of appropriate example. **(10 Marks)**

**Q.5.** What is E-CRM? What are the different applications of E-CRM in E-Commerce business? Also explain the importance of E-CRM for E-Commerce business in today's world. **(10 Marks)**

**Q.6.** What is E-Advertisement? State and explain the advantages and limitations of E-Advertising. **(10 Marks)**

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