

SARASWAT VIDYALAYA'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMNT STUDIES
KHORLIM, MAPUSA - GOA

S.Y.BCOM FOURTH SEMESTER END EXAMINATION JUNE 2022

Subject – E-Commerce & E-Accounting

[Duration: 1 hour 30 Mins]

[Max Marks: 40]

(W.E.F 2018-19) (CBCS)

Total No. of Printed Page: 01

- Instructions:** 1) Questions number One is compulsory.
2) All question carry equal marks and figures to the right indicate maximum marks allotted to Questions/sub questions.
3) Answer any three Question from Question No. 2 to Question No. 6

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- Q.No 1 What is E-commerce? Explain the categories of E-commerce (10)
- Q.No 2 Write Short Note on **any two** of the following (5x2=10)
a) E-business models
b) Electronic Data Interchange
c) Types of M-commerce applications
- Q.No 3 Write a short note on **any two** of the following (5x2=10)
a) Net banking
b) Risk in E-payment system
c) Affiliate Revenue Model
- Q.No.4
i. State and explain the phases of E-CRM (5)
ii. State and explain the components of E-SCM (5)
- Q.No.5 What is E-marketing? Discuss any 5 forms of e-marketing. (10)
- Q.No.6 Define M-commerce. Discuss the devices used in M-commerce (10)
