

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

**S.Y.BCOM FOURTH SEMESTER END EXAMINATION APRIL 2023**

**Subject – Applied Component- E-Commerce & E-Accounting**

[Duration: 1 hour 30 Mins]

[Max Marks: 40]

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

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- 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 Define M-commerce. Discuss the devices used in M-commerce (10)
- Q.No 2 Write Short Note on *any two* of the following (5x2=10)  
a) E-branding  
b) Essential elements for e-commerce websites  
c) Email marketing
- Q.No 3 Write a short note on *any two* of the following (5x2=10)  
a) E-wallets  
b) Net banking  
c) Risk in e-payment system
- 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 Digital Marketing? Discuss any 5 forms of Digital Marketing (10)
- Q.No.6 What is E-commerce? Explain the categories of E-commerce. (10)

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