

SARASWAT EDUCATION SOCIETY'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA – GOA

S.Y.B.COM FOURTH SEMESTER END EXAMINATION APRIL, 2024

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 questions carry equal marks and figures to the right indicate maximum marks allotted to Questions/sub questions.
3) Answer **any three** Questions from Question No. 2 to Question No. 6

Q.NO 1 What is M-commerce? Explain the types of M-commerce applications. (10)

Q.No 2 Write Short Note on **any two** of the following (5X2=10)
a) Revenue models of E-business.
b) Types of E-Commerce categories
c) Net banking

Q.No 3 Write a short note on **any two** of the following (5X2=10)
a) Types of E-Commerce Websites
b) Risk in E-payment system
c) E-marketing

Q.No.4 Answer the following questions.
i. State and explain the phases of E-CRM (5)
ii. State and explain the components of E-SCM (5)

Q.No.5 What are the different forms of digital marketing and promotion? (10)

Q.No.6 Explain various types of electronic payment methods used in e-commerce transactions? (10)
