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Shree Damodar College of Commerce & Economics, Margao-Goa

SY B. Com, Semester-IV, Semester End Examination April/May 2023

E-Commerce & E-Accounting (GE-5)

**Duration: 1 ½ hrs**

**Max Marks: 40**

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**Instructions:**

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.

**Answer any four from the following:**

**(4X10)**

- a) Define electronic markets? Explain the different types of E-Market
- b) Discuss the different modes of E-payments system
- c) Summarise on service applications of M-commerce.
- d) Explain the types of E-marketing strategies.
- e) Describe the strategic advantages of E-SCM.
- f) What is E-CRM and explain the phases of E-CRM.