

Duration:2 Hrs.

Maximum Marks: 60

Instructions:

- 1) *Start each question on fresh page.*
- 2) *Figures to the right indicate maximum marks.*
- 3) *Q.1 is compulsory*
- 4) *Answer any Four from Q.2 to Q.6*

Q.1. Write Short note on ANY FIVE of the following:

(05*04=20 Marks)

- a) Electronic Business
- b) Mobile Commerce
- c) Electronic Customer Relationship Management
- d) Prospects of Electronic Accounting
- e) Electronic Banking
- f) Electronic Supply Chain Management

Q.2. 'Revenue Model is a key component of an e-business'. Explain.

(10 Marks)

Q.3. The E-payment systems have evolved increasingly over the last decades due to the growing spread of internet-based banking and shopping. E-payments have soon become dominant in India, leaving traditional cash settlements behind. Elaborate on the E-payment options you would suggest for a product of your choice.

(10 Marks)

Q.4. As a financial services student, what are the strategies you will implement in designing a website for a financial product?

(10 Marks)

Q.5. As a Marketing Head why would you encourage your company to use E-CRM over CRM? Justify your answer with help an illustration.

(10 Marks)

Q.6 'A computerized accounting helps simplify, integrate, and streamline all the business processes, cost-effectively and easily.' Justify the statement with help of any E-Accounting software of your choice.

(10 Marks)
