

Vidya Vikas Mandal's

Shree Damodar College of Commerce & Economics, Margao-Goa

TY BBA(FS), Semester V (SPECIAL) Semester End Examination March 2022

BFS DSEC 1: E-COMMERCE & E-ACCOUNTING

Duration: 02 Hours

Maximum Marks: 60

Instructions:

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

Q.1. Write short notes on any five of the following.

(05x04=20)

- i. E-Marketing
- ii. Business to Consumer category of E-Commerce
- iii. Hosting a website
- iv. Geographic market segmentation
- v. E-Supply chain Management
- vi. SAP accounting software

Q.2. "The transformations of the business environment, coupled with the widespread use of e-commerce, have enabled businesses to access local, regional and global markets." In this context, explain the economic forces influencing E-Commerce. (10)

Q.3. Explain how to increase online sales through the digital marketing strategies? (10)

Q.4. "E-commerce and supply chain management can work hand in hand to help your business benefit from the increasingly popular customer shopping experience." Justify the statement. (10)

Q.5. It is important to identify these various life cycle stages and to understand the needs of the consumer at each phase. Elucidate the statement. (10)

Q.6. "Reports in Tally is designed to suit all the aspects of accounting, management, inventory management and statutory." Explain the statement. (10)