

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao, Goa  
TY BBA(FS), Semester VI, Semester End Assessment, April 2019  
BFS C604: E-COMMERCE & E-ACCOUNTING

**Duration: 3 hours**

**Maximum Marks: 60**

*Instructions: 1. All questions are compulsory.*

*2. Answer each question on a fresh page.*

*3. Figures to the right indicate maximum marks.*

- Q. 1. Write a short note on ANY FOUR from the following: (4\*3=12 Marks)
- a. Electronic Data Interchange.
  - b. Business-to-Business Commerce.
  - c. Virtual Customer Relationship Management.
  - d. Advocacy Stage in Customer Life Cycle.
  - e. E-Accounting.
- Q. 2. A. Explain the steps to be followed in order to record transactions in Tally. (12)
- OR**
- X. Explain the various vouchers in Tally. (08)
- Y. Write a short note on Tally Enterprise Resource Planning. (04)
- Q. 3. A. Elaborate on the types of web marketing strategies. (12)
- OR**
- X. What are the features of Electronic Marketing? (06)
- Y. Explain the steps involved in hosting a website. (06)
- Q. 4. A. Customer Relationship Management and Electronic Customer Relationship Management are not identical. Justify. (12)
- OR**
- X. Enumerate the utility of Mobile Customer Relationship Management. (06)
- Y. Explain the role of internet in Supply Chain Management. (06)
- Q. 5. A. Define Electronic Commerce. Elaborate on the types of revenue models for Electronic Commerce. (12)
- OR**
- X. How culture issues and infrastructure issues affect the international nature of Electronic Commerce? (06)
- Y. Write a note on the ways of identifying Electronic Commerce opportunities. (06)
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