

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)