

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics Margao-Goa  
S.Y.B.Com, Semester-IV, Semester End Examination, April 2019  
E – Commerce & E-accounting

**Duration: 1 1/2 Hours**

**Max. Marks: 40**

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**Instructions:**

Question No 1 is compulsory.

Answer any three from Q .No 2 to 5.

Figures to the right indicate maximum marks.

Start each question on a fresh page

Each question carries 10 marks each

1. What is E-Commerce and explain the different categories of e-commerce.
2. State and explain the different modes of online payment.
3. What is E-Advertising and explain the types of E-Advertising.
4. What is E-Supply Chain Management and explain the strategic benefits of E-SCM.
5. State and explain the growth drivers of M-Commerce.
6. What is E-CRM and explain the capabilities of E-CRM.