

VidyaVikasMandal's
Shree Damodar College of Commerce & Economics Margao-Goa
S.Y.BCOM, SEM-IV, Semester End Examination, April 2018

E - ACCOUNTING

Duration: 1 1/2Hours

Max. Marks: 40

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 contains 10 marks.

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.