

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
S.Y.B.Com Semester IV, MAY/JUNE SUPPLEMENTARY EXAMINATION 2018
Applied Component
E-Commerce and E-Accounting –III (New Course)

Time: 1 1/2 hours.

Max Marks: 40

Instructions: 1) Question No.1 is compulsory.

- 2) Answer any **three** from Q.No.2 to Q.No.6
- 3) Figure to the right indicates maximum marks.
- 4) Start each question on a fresh page.

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| Q.1 State and explain the various categories of E-Commerce. | 10 |
| Q.2 State and explain different online payment modes. | 10 |
| Q.3 What is E-SCM? What are the advantages of E-SCM? | 10 |
| Q.4 State and explain the growth drivers of M-Commerce. | 10 |
| Q.5 What is E-Marketing? Explain the benefits of E-Marketing. | 10 |
| Q.6 Discuss the importance of E-CRM. | 10 |
