

VidyaVikasMandal's
Shree Damodar College of Commerce and Economics, Margao-Goa
S.Y.Bcom Semester IV
End Semester Examination, April 2016
E-ACCOUNTING

Time: 1.5 hours

Max Marks: 40

Instructions: 1) *Q1 is compulsory.*
2) *Answer any **THREE** from Q2 to Q6*
3) *Questions are of **10 MARKS** each.*

- Q1. Describe the various revenue models available to e-business firms
- Q2. State and explain the requirements of an effective digital payment system.
- Q3. Describe the various E-marketing strategies available to e-businesses.
- Q4. Explain customer life cycle and E-CRM capabilities
- Q5. Define a Supply Chain. Explain the strategic advantages of E-SCM.
- Q6. Explain the various factors that have led to the growth of M-Commerce