

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
TY BBA(FS), Semester V, Regular, Semester End Assessment, January 2021

**BFS DSEC 1: E-COMMERCE& E-ACCOUNTING**

**Duration: 2hrs**

**Max 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 of the following: (4x3=12 Marks)**

- a. Mobile banking.
- b. Electronic Data Interchange (EDI).
- c. E-Customer Relationship Management (E-CRM).
- d. E-Accounting.
- e. E-Business.

**Q. 2. A. Explain in brief the different categories of E- Commerce. (12 Marks)**

**OR**

**X. 'The success of E-Commerce organizations depends on prevailing economic conditions in the target market.' Explain. (06 Marks)**

**Y. 'Revenue Model is a key component of an e-business'. Explain. (06 Marks)**

**Q. 3. A. Elaborate on the ways to promote a product or a service virtually. (12 Marks)**

**OR**

**X. State the importance of electronic market with a suitable example. (06 Marks)**

**Y. 'Businesses undergo market segmentation to satisfy the needs of different consumers. Enumerate the different forms of market segmentation. (06 Marks)**

**Q. 4. A. 'E-Supply Chain Management carries out value added activities so that the producer meets customer's needs and result in good returns.' Explain. (12 Marks)**

**OR**

**X. Give six points of distinction between CRM and E-CRM. (06 Marks)**

**Y. Explain the technologies used in E-CRM. (06 Marks)**

**Q. 5. A. Explain Tally and its applications. (12 Marks)**

**OR**

**X. Write a note on SAP. (06 Marks)**

**Y. Elaborate on the various groups created in Tally 9.0. (06 Marks)**

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