

PP-155

The CES College of Arts and Commerce Cuncolim Salcete Goa
SYBCOM IV Semester End Examination, April 2018
E- Commerce and E-Accounting

Marks: 40

Duration: 1hr 30 min

Date: 12/04/2018

Time: 10.00.a.m. to 11.30 a.m.

Instructions:

1. Q. 1 is compulsory
2. Answer any three questions from Q. 2 to Q. 6
3. All questions carry equal marks



Q. 1.) Explain the following

(10 marks)

1. The categories of E-Commerce
2. Advantages of internet auctions
3. Properties of digital cash
4. Advantages of mobile commerce
5. Major activities of B2C commerce
6. Different types of electronic payment system

Q. 2.) State and explain factors responsible for success of any e-commerce venture. (10 marks)

Q. 3.) Explain Porter's value chain model. (10 marks)

Q. 4.) State and explain features and advantages of E-CRM. (10 marks)

Q. 5.) Write a note on SCM. (10 marks)

Q. 6.) Explain "e-commerce implementation, problems, solutions and popularity in managing supply chain" in the context of top Indian e-commerce companies. (10 marks)

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