

CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN,

SEMESTER END EXAMINATION, APRIL 2019

Semester: IV of B.COM.

Subject: E-Commerce and E-Accounting (GE 5)

Total marks: 40

Date: 27-04-2019

Duration: 1 ½ hrs.

Instructions: 1. Q No.1 is Compulsory

2. Answer any THREE questions from Q No. 2 to 6

3. Figures to the right indicate full marks.

Q I. Define E-Commerce and explain the different Business Models in E-Commerce.

(10 mks)

Q II. Explain the different forms of digital and online advertising.

(10 mks)

Q III. Outline the impact of E – Banking in today's world.

(10 mks)

Q IV. What is E-CRM? Explain the phases and applications of E-CRM?

(10 mks)

Q V. M- Commerce plays a vital role in today's business. Explain with its

applications.

(10 mks)

Q VI. How can internet technology be used in SCM?

(10 mks)
