

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN,
SEMESTER END EXAMINATION, JULY 2021**

Semester: IV

Name of the Course: E-COMMERCE AND E-ACCOUNTING (GE5)

Course Code : UCOG138

Total marks: 20

Date: 15/7/2021

Duration: 1 HOUR

Instructions : i) Answer *any 2* questions.

ii) Figures to the **right** indicate **marks** allotted.

Q 1.a. Give the different categories of e-commerce. [5]

b. State the advantages and disadvantages of m-commerce. [5]

Q 2.a. Which are the essential requirements of an effective e-commerce website? [5]

b. Elaborate the different e-marketing strategies. [5]

Q 3.a. Give the key applications of e-CRM. [5]

b. Which are the major components of e-supply chain? [5]

Q 4.a. State and explain in brief the different forms of e-payments. [5]

b. What are the risks involved in e-payments from customer's perspective? [5]

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