

CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN
NUVEM-GOA
SEMESTER END EXAMINATION, JUNE 2022
Semester: IV of BCOM

Course Title: E-Commerce and E-Accounting

Course Code: UCOG138

Total marks: 40 Marks Date: 16/06/2022 Duration: 1 ½ Hours Total No. of Pages: 1

Instructions:

1. All questions carry equal marks of 10.
2. Q1 is a compulsory question.
3. Attempt **ANY THREE** questions from Q2 to Q6

- Q.1. Explain the B2B, B2C, C2C and B2G categories of e-commerce. **(10 Marks)**
- Q.2. a) What is M-Commerce? List out the devices used in M-Commerce. **(5 Marks)**
- b) Explain the advantages of M-Commerce. **(5 Marks)**
- Q.3. Explain any four revenue models in e-commerce. **(10 Marks)**
- Q.4. What is e-marketing? Explain its features. **(10 Marks)**
- Q.5. What is E-CRM? Explain the phases of E-Customer Relationship Management. **(10 Marks)**
- Q.6. Explain any two e-payment systems in India. **(10 Marks)**
