

**GOVERNMENT COLLEGE OF COMMERCE & ECONOMICS, BORDA, MARGAO-GOA**  
**B.com (Semester IV) End Examination, April 2019**  
**GE 5: E-Commerce and E-Accounting**

Time: 1 <sup>1</sup>/<sub>2</sub> Hours

Total marks: 40

Instructions: (1) Question No 1 is compulsory.

(2) Answer **Any 3** from Question No 2. to Question No 6.

(3) Figures to the right indicate full marks.

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| Q.1) What is E-commerce? Explain different categories of E-commerce.   | <b>(10 Marks)</b> |
| Q.2.) Explain different E-Marketing Strategies adopted by the company. | <b>(10 Marks)</b> |
| Q.3) Explain Advantages and Disadvantages of Mobile-Commerce.          | <b>(10 Marks)</b> |
| Q.4) Explain components of E-Supply Chain Management                   | <b>(10 Marks)</b> |
| Q.5) Explain the steps in creating E-Commerce website.                 | <b>(10 Marks)</b> |
| Q.6) Explain different forms of E-payments.                            | <b>(10 Marks)</b> |