



॥ विद्या सर्वस्य भूषणम् ॥

PRABODHAN EDUCATION SOCIETY'S

VidyaPrabodhini College of Commerce, Education, Computer & Management  
Vidyanagar, Alto-Parvari, Goa

SEMESTER END EXAMINATION – APRIL 2017 (Regular/Repeat)

Sub: Applied Component (Accounting)

Semester: IV

M. Marks: 40 marks

M. Time: 1 ½ hour

**INSTRUCTIONS:**

- Question No. 1 is compulsory
- From Question No. 2 – Question No. 6 answer any three
- Each question carries 10 marks each

1. Answer Any Two of the following

(5X2=10MARKS)

- a. Identifying E-commerce opportunities
- b. Short note on E-commerce Business Process
- c. Growth of M-commerce in India

2. Explain E-CRM using internet technologies, and customer life cycle.

(10 MARKS)

3. Elucidate the various ways of advertising on web.

(10 MARKS)

4. Elaborate on the various models available for earning revenue in an Ecommerce business.

(10 MARKS)

5. Write how to create, host and design a website.

(10 MARKS)

6. Discuss various e-payment solutions available for e-commerce activities.

(10 MARKS)

\*\*\*\*\* ALL THE BEST \*\*\*\*\*