

PRABODHAN EDUCATION SOCIETY'S
VIDYA PRABODHINI COLLEGE OF COMMERCE, EDUCATION,
COMPUTER AND MANAGEMENT, VIDYANAGAR, PARVARI, GOA.
S.Y.B.COM. SEMESTER END EXAMINATION
APRIL 2018 (REGULAR/REPEAT)
SUB: E-ACCOUNTING

SEMESTER: IV CLASS: S.Y.B.COM DURATION: 1 ½ hours MAX. MARKS: 40

Instructions: i. Question No.1 is compulsory
ii. From question no.2 to question no.6 answer any three
iii. Each question carries 10 marks

1. Write Short Notes on following: (5x2=10)
 - a) Market segmentation on the web
 - b) Website designing
 - c) E-mail marketing
 - d) M-commerce
 - e) Categories of e-commerce

2. Discuss the various Business Models. (1x10=10)

3. What is E-banking? Discuss its Merits and Demerits. (1x10=10)

4. What is E-supply chain management? Explain its merits. (1x10=10)

5. What are the various means of E-advertising? (1x10=10)

6. The customer lifecycle describes the various stages a consumer goes through before, during and after they complete a transaction. Comment (1x10=10)
