

SYBCOM
Fourth Semester Examination, April 2010
Rural marketing

Duration: 2 Hours

Total Marks: 80

Instructions:

- 1) All Questions are **compulsory**, however internal choice is available.
- 2) Answer sub-questions in **Question. 1 and Question.2** in not more than 100 words each.
- 3) Answer questions **Question. 3 to Question. 6** each in not more than 400 words.
- 4) Figures to the **right** indicate marks to the question/ sub-question.
- 5) Paper carries maximum of 80 marks.

- Q.1. Answer **any four** of the following: 16
- a) Internet marketing.
 - b) Public distribution system
 - c) Multiple effect of rural demand
 - d) Communication in rural market.
 - e) Informal and formal media
 - f) Significance of communication.
- Q.2. Answer **any four** of the following: 16
- a. Personnel selling
 - b. Sales force management
 - c. Co-operative marketing.
 - d. Marketed and Marketable surplus.
 - e. Features of agriculture production.
 - f. Grading and standardization
- Q.3. A Distribution is the key factor for success in rural market. Elaborate with suitable examples of various distribution strategies adopted by companies in rural areas. 12
- OR**
- Q.3. B State and explain the problems and measures to solve physical distribution problem. 12
- Q.4. A. What are the different constraints in marketing communication in rural context? 12
- OR**
- Q.4. B. Examine and suggest an appropriate media mix for an effective communication with rural audience. 12
- Q.5. A. What are the unique traits on the part of salesman for rural marketing? 06
Explain the different innovative marketing channels 06
- OR**
- Q.5. B. What are the qualities of successful rural salesman? 06
Write a short note on crop insurance. 06
- Q.6. A. Describe in details the hurdles in the marketing of the agricultural produce. 12
Suggest adequate measures to overcome these hurdles.
- OR**
- Q.6. B. How do ^{es}improvement in storage and warehousing facilities add to improvement in functioning of agricultural market 12

S.Y.B.Com.
Semester- IV Examination, April 2010
APPLIED COMPONENT PAPER
Distribution and Retail Management



Duration : 2 Hours

Total Marks : 80

Instructions :

- i) All Questions are **compulsory**, however internal choice is available.
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- iii) Answer questions **Question. 3 to Question. 6** each in not more than 400 words.
- iv) Figures to the **right** indicate marks to the question/ sub-question.
- v) Paper carries maximum of 80 marks.

- Q.1. Answer **any four** of the following: 16
- i) Explain in brief Personal Communications in retail.
 - ii) Briefly explain the following terms:-
a) Leader Pricing b) Odd Pricing
 - iii) Explain how Range of merchandise and Time to travel influence the customer's decision making process.
 - iv) Factors responsible for the changing trends among the Indian consumers.
 - v) State the difference between price and value.
 - vi) Bring out the importance of Market Research in retail.
- Q.2. Answer **any four** of the following: 16
- i) Explain the significance of Service Recovery.
 - ii) Explain the characteristics of a good customer loyalty programme.
 - iii) Write a note on Pull and Pure loyalty strategies.
 - iv) Briefly explain the need for Supply chain management.
 - v) Explain the concept of Reverse Logistics.
 - vi) Distinguish between Standardization approach and Customization approach.
- Q.3. A. Explain the concept and stages of Product Life Cycle. 12
- OR**
- Q.3. B. Explain how the dimensions of quality service can be used in analyzing and responding to the needs of all customers. 12
- Q.4. A. "Consumer buying decision is the outcome of different processes and factors". Discuss with relevant examples. 12
- OR**
- Q.4. B. How has the Indian consumer changed? What are the challenges the new consumer poses for a retailer? 12
- Q.5. A. Discuss how retailers target improvement in customer service using Loyalty programs. 12
- OR**
- Q.5. B. State and explain the principles for providing distinctive services. 12
- Q.6. A. Explain why Supply chain management is getting worldwide attention? 12
- OR**
- Q.6. B. What is Retail Logistics? Bring out the difference between Push and Pull Logistics. 12

S.Y.B.Com.
Semester-IV Examination, April 2010
BUSINESS FINANCE



Duration : 2 Hours

Total Marks : 80

Instructions :

- i) All Questions are **compulsory**, however internal choice is available.
- ii) Answer sub-questions in **Question. 1 and Question.2** in not more than 100 words each.
- iii) Answer questions **Question. 3 to Question. 6** each in not more than 400 words.
- iv) Figures to the **right** indicate marks to the question/ sub-question.
- v) Paper carries maximum of 80 marks.

- Q.1. Answer **any four** of the following: 16
- i. State the merits and demerits of Factoring.
 - ii. Distinguish between Hire purchase & Leasing.
 - iii. Explain the following concepts:
 - a) Commercial Paper
 - b) Certificate of Deposits
 - iv. Write a note on Venture capital.
 - v. Explain the importance of FDI in the inflow of foreign capital.
 - vi. Distinguish between Trade Credit and Bank Credit.
- Q.2. Answer **any four** of the following: 16
- i. Explain the functions of Stock exchange.
 - ii. Explain the meaning of Gilt- edged securities market.
 - iii. Discuss the importance of Capital market.
 - iv. State the meaning of :
 - a) Rights issue.
 - b) Sale of securities to customer.
 - v. What is a Mutual fund? State its benefits to investors.
 - vi. Explain the main functions of Merchant banking.
- Q.3. A. Explain the various types of Factoring. 12
- OR**
- Q.3. B. "Installment Credit is better than Bank Credit". Explain the statement. 12
- Q.4. A. "Equity shares are the most reliable long term source of finance". Discuss. 12
- OR**
- Q.4. B. Discuss Indigenous bankers as a source of finance. 12
- Q.5. A. What do you mean by Listing of Securities? Describe the Listing procedure. 12
- OR**
- Q.5. B. What is Demat of shares? Explain the procedure for Dematerialization of shares. 12
- Q.6. A. State and explain the powers given to SEBI. Are they adequate or inadequate? Justify your view. 12
- OR**
- Q.6. B. What do you mean by underwriting of securities? Explain the different methods of underwriting. 12

Duration : 2 hours

Marks : 80



Instructions :

- i) All Questions are **compulsory**, however internal choice is available.
- ii) Answer sub-questions in **Question. 1 and Question.2** in not more than 100 words each.
- iii) Answer questions **Question. 3 to Question. 6** each in not more than 400 words.
- iv) Figures to the **right** indicate marks to the question/ sub-question.
- v) Paper carries maximum of 80 marks.

Q. 1. Write short notes on any four of the following. (4 X 4) = 16

- a) Role of IMF b) Objectives of IBRD c) International Liquidity d) Impact of Tax e) SDR

Q. 2. Answer any four of the following. (4 X 4) = 16

- a) Debt Trap b) Unbalanced Budget c) Tax evasion d) Role of ADB
e) Objectives of IDA

Q. 3. A) Discuss the objectives of Fiscal Policy in an economy. (12)

OR

Q. 3. X) Bring out the role of Fiscal Policy in depression. (12)

Q. 4. A) Explain the various sources of Revenue of the Government. (12)

OR

Q. 4.X) Discuss the effects of taxation on the economy. (12)

Q. 5. A) Explain the consequences of Public Expenditure on an economy. (12)

OR

Q. 5. X) Discuss the importance of Public Expenditure in an economy. (12)

Q. 6. A) Briefly explain the types of Public Debt. (12)

OR

Q.6. X) What steps can the Government take to manage its Debt. (12)

Fr. Agnel College of Arts and Commerce, Pilar – Goa
S.Y.B.Com.

Fourth Semester Examination, April 2010
BUSINESS COMMUNICATION

Duration : 2 Hours

Total Marks : 80

Instructions :

- i) All Questions are **compulsory**, however internal choice is available.
- ii) Answer sub-questions in **Question. 1 and Question.2** in not more than 100 words each.
- iii) Answer questions **Question. 3 to Question. 6** each in not more than 400 words.
- iv) Figures to the **right** indicate marks to the question/ sub-question.
- v) Paper carries maximum of 80 marks.

- Q.1. Answer **any four** of the following: 16
- i. State the functions of a business letter.
 - ii. Explain the terms cliché and slang?
 - iii. Why is there need for correctness and courtesy in a letter?
 - iv. Explain the significance of a signature in commercial correspondence.
 - v. What is the relevance of the hanging paragraph letter form?

- Q.2. Answer **any four** of the following: 16
- i. A memorandum reminds the reader. Explain.
 - ii. While adjusting claims, when is a conditional apology given?
 - iii. What methods are generally used to draft a sales letter?
 - iv. Explain the reminder stage in recovery of debt.
 - v. Elaborate the terms – Advice note, loco, COD, Trade discount.

- Q.3. A. A leading mobile company is looking for dynamic go-getters with 1-2 years experience in sales. Preference will be given to candidates in the same industry. Walk in either on April 22nd or 23rd 2010, between 10am to 5 pm, to Communication Lynks, 62, Profit Towers, Margao, Goa with your application and CV. 12

OR

- Q.3. A. As the principal of your college, draft a testimonial for an outstanding meritorious student who has just passed her B.Com exam. 6

Q. 3. B. Your colleague has lost her father in a serious accident. Draft a letter of condolence.

Q.4. A. Your younger brother is celebrating his performance in the recent Board exams with a grand party. Write a letter to leading event managers, asking for a quotation for the party/event.

Q.4. B. Elaborate on the use of solicited and unsolicited letters of inquiry.

OR

Q.4. A. Order your stock of 500 umbrellas, 200 raincoats, monsoon shoes and any other rain wear for your retail store Metro Garments at Bandra, Mumbai 400 050. Write to Duckback Rain Wear specifying date of delivery, mode of payment and style specifications.

Q.4. B. Explain a trial and a conditional order.

Q.5. A. Draft a sales letter to be sent to housewives to join any one of the following courses:

- i. A two-months baking and confectionery course
- ii. Candle making professional course of six months duration.

Q. 5. B. Complainant at fault, 3rd party at fault – explain these types of adjustment.

OR

Q.5. A. A jazz festival will be held at the Inox courtyard on May 1, 2010. Leading musicians will be performing. As Chief PRO of Inox Entertainment Pvt. Ltd., draft a press note for immediate release.

Q. 5. B. What are the stages involved in Collection letters?

Q.6. A. Explain the structure of an individual and a committee report.

Q.6. B. Fax as a means of business communication. Elaborate.

OR

Q.6. A. Visual aids enhance the impact of a presentation. Explain.

Fr. Agnel College of Arts and Commerce, Pilar – Goa
S.Y.B.Com
Semester IV Examination, APRIL 2010
BUSINESS LAW



Duration : 2 Hours

Total Marks : 80

Instructions :

- i. All Questions are **compulsory**, however internal choice is available.
- ii. Answer sub-questions in **Question. 1 and Question.2** in not more than 100 words each.
- iii. Answer questions **Question. 3 to Question. 6** each in not more than 400 words.
- iv. Figures to the **right** indicate marks to the question/ sub-question.
- v. Paper carries maximum of 80 marks

Q.1. Answer **any four** of the following: (16)

- a) Explain the meaning of Negotiable Instrument.
- b) What does the patent law deal with?
- c) What is a promissory note?
- d) What is the term of patent?
- e) Can stamps, Labels, tokens, cards, be considered an article for the purpose of registration of Design?
- f) Explain the term 'Person' as defined under FEMA.

Q.2. Answer **any four** of the following: (16)

- a) Explain the term 'Authorised Person'.
- b) What is Infringement of a Trademark?
- c) What is a Cheque and crossing of cheque?
- d) Who can apply for a patent?
- e) Explain the term Currency under FEMA.
- f) Who is a Person of Indian Origin (PIO).

Q.3. a. What are the essentials of a promissory note? (12)

OR

Q.3.b. Explain what are non patentable inventions.

Q.4. a. Explain the various kinds of indorsements. (12)

OR

Q.4.b. Explain the meaning of the term copyright and the works in which Copyright subsist?

Q.5.a. What is dishonour of a cheque and explain the consequences of dishonour. (12)

OR

Q.5.b. Explain who is a Non Resident Indian (NRI) and a Person of Indian Origin (PIO).

Q.6.a. State the various remedies available in case of Infringement of patent. (12)

OR

Q.6.b. Who is an authorised person and state the responsibilities of an authorised dealers?

Instructions :

1. All questions are compulsory, however internal choice is available
2. Figures to the right indicate marks to the question / subquestion.
3. Non – programmable calculators can be used.
4. Graph papers will be supplied on request.

Q. 1 Answer any four of the following

(16)

- (a) Explain briefly the different types of correlation
- (b) Find the value of 'r' given $n = 12$, $\sum x = 23$, $\sum y = 24$, $\sum x^2 = 921$, $\sum y^2 = 734$, $\sum xy = 433$
- (c) If mean of $x = 52$, mean of $y = 12$, standard deviation of $x = 7$, standard deviation of $y = 12$, $r = 0.7$ then find the value of y when $x = 38$.
- (d) One card is drawn from a pack of cards. What is the probability that it is either a queen or a spade card.
- (e) A box contains 8 red and 3 white balls. If 3 balls are drawn at random. Find the probability that all the three are red balls.
- (f) If the mean of a Poisson distribution is 2 find
 - (i) $P(x = 0)$
 - (ii) $P(x \neq 0)$
 (given $e^{-2} = 0.1353$, $e^2 = 124.41$)

Q. 2 Answer any four of the following

(16)

- (a) The mean of the binomial distribution is 20 and standard deviation is 4. Calculate n , p and q .
- (b) Discuss between the census and sample methods of collecting data.
- (c) A sample of 50 bulbs from a large consignment showed a mean life of 52 hours with a standard deviation of 4 hours. Find the limits within which the mean life of the bulbs lie almost certainly.
- (d) Define control charts. Explain the different types of control charts.
- (e) The weekly wages of 1,000 workmen are normally distributed around a mean of Rs.70 with a standard deviation of Rs.5. Estimate the number of workers whose weekly wages will be less than Rs.69.
(given area between $t = 0$ and $t = 0.2$ is 0.0793)

(f) Given the following data

	Mean	Standard deviation
Yield of rice	10	8
Annual rainfall	8	2

Correlation coefficient = 0.5

Estimate the yield when the rainfall is 12 inches.

Q. 3 Attempt the following

(12)

(a) Find the product – moment coefficient of correlation for the following data

Marks in Accountancy	95	80	85	70	75
Marks in Mathematics	90	85	83	80	85

- (b) Regression equation of two series are $4y - 5x = 0$ and $5y - x - 63 = 0$. Calculate the mean values of x and y and also calculate the coefficient of correlation between x and y .

- (x) Calculate the coefficient of rank correlation of the following data of marks of eight students in statistics and Accountancy.

Marks in Statistics	52	63	45	36	72	65	45	25
Marks in Accountancy	62	53	51	25	79	43	60	33

- (y) For bivariate data the regression line of y on x is $5x - 6y + 90 = 0$ and the regression line of x on y is $15x - 8y - 180 = 0$. Find the coefficient of correlation between x and y .

Q. 4 Attempt the following

(12)

- (a) The probability that A can solve a problem is $4/5$, that B can solve it is $2/3$ and that C can solve it is $3/7$. If all of them try independently find the probability that the problem will be solved.
- (b) East - East Airlines has the policy of employing only Indian women whose height is between 62 inches and 69 inches. If the height of Indian women is approximately normally distributed with a mean of 64 inches and a standard deviation of 3 inches, out of the 1,000 applications received. Find the number of applicants that would be

(i) too tall

(ii) too short

(given area between $t = 0$ and $t = 0.67$ is 0.2486

area between $t = 0$ and $t = 1.67$ is 0.4525)

OR

Q. 4 Attempt the following

(12)

- (x) A person tosses two coins simultaneously. He receives Rs.8 for two heads, Rs.2 for one head and he is to pay Rs.6 for no head. Find his expectation.
- (y) The probability that an individual suffers a bad reaction from a particular injection is 0.01. Find the probability that out of 500 individuals exactly two will suffer the reaction. (given $e^{-5} = 0.0067$)

Q. 5 Attempt the following

(12)

- (a) The following data refer to usual defects found at inspection of the first 10 samples of size 100. Use the data to obtain upper and lower control limits for number of defectives in samples of 100. Represent the first 10 samples results in the chart you prepare to show the central line and control limits.

Sample No	1	2	3	4	5	6	7	8	9	10
No. of defectives	2	1	1	3	2	3	4	2	2	0

- (b) A sample of 1,000 students from Bombay University was taken and their average weight was found to be 112 pounds with a standard deviation of 20 pounds. Could the mean weight of student in the population be 120 pounds?

OR

Q. 5 Attempt the following

(11)

- (x) The following table gives the number of defects observed in 8 woollen carpets passing as satisfactory. Construct the control chart for the number of defects.

Serial No. of carpets	1	2	3	4	5	6	7	8
No. of defectives	2	5	5	6	1	5	1	7

- (y) A car manufacturer claims that 40% of all cars built by his concern will be still in running condition after 10 years. A random sample of 400 cars built by his concern showed that 150 were still in running condition after 10

Q. 6 Attempt the following

- (a) You are given the value of sample means and range for 10 samples of size 5 each. Draw mean chart and comment on the state of control of the process.

Sample No.	1	2	3	4	5	6	7	8	9	10
Mean of X	43	49	37	44	45	37	51	46	43	47
R	5	6	5	7	7	4	8	6	4	6

(given for $n = 5$, $A_2 = 0.58$)

- (b) A random sample of 400 items is found to have a mean of 82 and standard deviation of 18. Find 95% confidence limits for the mean of the population from which the sample is drawn.

OR

Q. 6 Attempt the following

- (x) Draw the range chart from the following data and state your conclusion.

Sample No.	1	2	3	4	5	6	7	8	9	10
Sample Range	2.1	3.1	3.9	2.1	1.9	3.0	2.5	2.8	2.5	2.0

(given for $n = 5$, $D_3 = 0$, $D_4 = 2.115$)

- (y) A random sample of 35 individuals selected from a certain population showed that 6 of them are left-handers. Obtain the limits within which the proportion of left-handers in the population lies almost certainly.

Signature of the Supervisor	Date	Class	Roll No	Marks obtained & sign of Examiner

- 1) Khurana Enterprises Ltd., Nandurbar has on authorised an subscribed capital of Rs.6,00,000 divided into 6,000 equity shares of Rs.100 each. Following are the balances extracted from the books of the company as on 31st Dec. 2010.

(20)

You are required to prepare Trading Account, Profit & Loss Account, Profit & Loss Appropriation Account and the Balance Sheet as on 31st Dec. 2010.

Particulars	Debit Rs.	Credit Rs.
Share Capital		6,00,000
Land and Building		
Plant and Machinery	1,80,000	
Furniture	4,58,000	
Loss Tools	18,500	
Preliminary Expenses	35,000	
Calls in Arrears	15,000	
Cash in hand	10,000	
600 Equity Shares in Sadhana Co. Ltd.	12,000	
Of Rs. 100 each, Rs. 50 paid		
Bills Receivables	30,000	
Purchases and Returns	50,400	
Sales and Returns	10,00,000	20,000
Sundry Debtors	17,200	11,50,000
Interim Dividend	84,000	
General Repairs	15,000	
General Expenses	3,900	
Stock on 1.1.2007	18,500	
Advertisement	1,75,000	
Audit Fees	10,500	
Goodwill	3,000	
Wages	58,000	
Carriage (Inward)	87,800	
Insurance Premium	10,600	
Reserve fund	7,400	
Sundry Creditors		60,000
6% Debentures		1,00,000
Profit and loss account(on 1.1.2007)		3,42,000
Dividend received		26,000
Government bonds(31.12.2007)		1,800
Deposits	10,000	
Total		10,000
Adjustments:-	23,09,800	23,09,800

- Stock on 31st December, 2007 was Rs. 2,25,000.
- Prepaid insurance premium Rs 1,400.
- Interest on debentures id due and outstanding for the year.
- Create reserve for bad depts. at 5% on sundry debtors.
- Provide depreciation: plant and machinery: 5%p.a. Furniture: 10% p.a. loose tools: 20%.p.a.
- Provision for taxation is to be made to the extent of Rs 5,000.
- On 16th august, 2007; Direction declared an interim dividend for half year ending on 30th June, 2007; at 3% on paid up capital.
- Directors decided to transfer Rs. 5,830 to reserve fund.

Q.2) the following is the balance sheet of ABC ltd. As on 31st march, 2009.

Liabilities		Assets		(20)
	Rs		Rs	
General reserve	61,500	Cash	2,500	
Overdraft from bank of India	26,000	Stock	42,500	
8% debentures	38,500	Plant & machinery	1,05,000	
13% pref. share capital	50,000	Prepaid expenses	3,500	
Equity share capital	1,25,000	Furniture & fittings	52,500	
Bills payable	10,000	Goodwill	38,500	
Profit and loss account	65,000	Investment	24,500	
Sundry creditors	52,000	Bills receivable	12,500	
Income received in advance	5,000	Bank balance	14,000	
Provision for tax	12,000	Preliminary expenses	10,000	
<u>Accumulated depreciation on:</u>		Land & building	1,27,000	
Land & building	15,000	Sundry debtors	55,000	
Plant & machinery	17,500	Discount on issue of shares	5,000	
Furniture and fittings	20,000	Patents	30,500	
Share premium	25,000			
	5,23,000			5,23,000

Rearrange the above statement in vertical form and prepare **common size balance sheet** and **briefly comment**.

Q.3) The following is the balance sheet for the year ended 31st March, 2009 is as follows.

(20)

Liabilities		Assets	
	I		I
Eq. share capital	4,00,000	Goodwill	15,000
12% preference share capital	1,00,000	Plant & machinery	4,45,000
14% debentures	2,50,000	Furniture	15,000
Unsecured loans	1,50,000	Investment(trade)	70,000
Sundry creditors	2,00,000	Sundry debtors	3,00,000
Provision tax	50,000	Stock	3,50,000
Reserves and surplus	1,00,000	Cash balance	25,000
		Prepaid expenses	5,000
		Preliminary exps.	25,000
	12,50,000		12,50,000

Profit & Loss account for the year ended 31st march, 2007 is as follows:

Particulars		Particulars	
	I		I
To opening stock	50,000	By net sales	6,50,000
To purchase	5,15,000	By closing stock	70,000
To manufacturing expenses	25,000		
To administrative expenses	15,000		
To selling expenses	42,000		
To finance expenses	45,000		
to loss on sale of assest	18,000		
To net profit c/d	10,000		
	7,20,000		7,20,000

Liabilities	2009 Rs	2010 Rs	Assets	2009 Rs	2010 Rs
Share capital	70,000	74,000	Cash	9,000	7,800
Debentures	12,000	6,000	Trade debtors (good)	14,900	17,700
Trade creditors	10,360	11,840	Stock -in - trade	49,200	42,700
Provision for doubtful debt	700	8,00	Land	20,000	30,000
P&L A/C	10,040	10,560	Goodwill	10,000	5,000
TOTAL	1,03,100	1,03,100		1,03,100	1,03,200

Additional information

1. Dividends paid during the year Rs.3,500
2. A piece of land purchased for Rs.10,000.
3. Debentures were redeemed to the extent of Rs.6000.

You are required to prepare Funds Flow Statements.

5.) From the following balance sheet of a company, prepare a cash flow statement. (20)

Balance sheet as on 2010

Liabilities	2009 Rs	2010 Rs	Assets	2009 Rs	2010 Rs
Provision for doubtful debts	2,000	3,000	Cash	43,000	57,000
Accumulated Depreciation			Prepaid exps	2,000	3,000
Machinery	3,000	7,500	Debtors	80,000	90,000
Building	12,000	18,000	Stock	32,000	40,000
Creditors	33,000	40,000	Investment		
Outstanding	3,500	4,500	(Long term)	50,000	30,000
Exp. Debentures	40,000	35,000	Machinery at cost	25,000	40,000
Share capital	2,00,000	2,00,000	Building at cost	75,000	90,000
Profit & loss	23,500	52,000	land	10,000	10,000
	3,17,000	3,60,000		3,17,000	3,60,000

Additional information

- I. Divident paid during 2010 was Rs26,500
- II. Investment costing Rs20,000 were sold in 2010 for rs 25,000
- III. Machinery costing rs, 5000 (on which RS 1,000 on depreciation had been accumulated) was sold for Rs 6,000 in the year 2010)

write short notes on: (4X5)

(20)

1. Preference share capital
2. Comparative vertical statement
3. Objectives of ratios
4. Increase in working capital

FR. AGNEL COLLEGE OF ARTS AND COMMERCE,
PILAR – GOA.

S.Y.B.Com Fourth Semester Examination- March / April 2010

E – ACCOUNTING
Applied Component



Duration : 1 hour

Marks : 50

Instructions :

1. All questions are compulsory, however internal choice is available.
2. Answer sub-questions in Question No.1 is not more than 100 words each.
3. Answer to Question No.2 to Question No.4 must be of approximately 400 words each.
4. Figures to the right indicate maximum marks.

Q. 1. Write short notes on **any four** of the following:

(4X5=20)

- a. Advantages of E-Commerce.
- b. Elements of E-branding.
- c. Digital Signature
- d. The Customer Retention Goal.
- e. The Pay off in E-Supply Chain Management
- f. Short Message Service.

Q. 2. What are the external driving factors that Indian Corporates must consider while E-Transforming themselves. (10)

OR

Q. 2. What are the various means of E-Advertising. (10)

Q. 3. Explain the properties of electronic cash. (10)

OR

Q. 3. Describe the process of customer value orientation. (10)

Q. 4. E-Supply Chain Management provides “Real-Time” Benefits. Discuss. (10)

OR

Q. 4. Trace the growth of Mobile Commerce. (10)
