

**Bachelor of Business Administration
(BBA) in Retailing**

**ASSIGNMENTS
2026**

[Valid from 1st January 2026 to 31st December 2026]

Sixth Semester



**School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110 068**

Tutor Marked Assignment (TMA)

ASSIGNMENTS – 2026

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in each course.

We are sending the assignments for **BRL-115 and BCOS-184**.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in June 2026 Term End Examination they have to submit latest by in 15 March 2026.
2. Those students who are appearing in December 2026 exams. They should download the new assignment and submit the same latest by 15 October 2026.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOS – 184
COURSE TITLE	:	E-COMMERCE
ASSIGNMENT CODE	:	BCOS – 184/TMA/2026
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

- Q.1** Analyze the role of Emerging Technologies in E-Commerce. Discuss how Artificial Intelligence (AI), the Internet of Things (IoT), and Blockchain are transforming online business processes. **(10)**
- Q.2** Explain the Website Development Process in detail. Describe the significance of each step, from "Innovative Requirement" to "Maintenance". **(10)**
- Q.3** Discuss the various E-Commerce Business Models based on target customers. Provide real-world examples for B2B, B2C, C2C, and D2C models. **(10)**
- Q.4** Examine the Information Technology (IT) Act, 2000. What are its primary objectives, and how does it provide a legal framework for E-Commerce in India? **(10)**
- Q.5** Evaluate the "7C's of the E-Retail Mix." How do these components help an e-tailer provide superior value to customers compared to traditional 4P marketing? **(10)**

Section – B

- Q.6** Distinguish between Inventory-based and Marketplace-based E-tailing models. Use examples like Amazon or Alibaba to illustrate your answer. **(6)**
- Q.7** What is a Payment Gateway? Explain its role as a "middleman" in securing online transactions between a customer and a merchant. **(6)**
- Q.8** Explain the "C.I.A. Triad" in the context of Cyber Security. Why is each component (Confidentiality, Integrity, and Availability) critical for an e-commerce business? **(6)**
- Q.9** Discuss the advantages and disadvantages of E-tailing for retailers. Focus on aspects like location utility and complex logistics management. **(6)**
- Q.10** What are the different types of Website Hosting? Briefly explain Shared, VPS, and Cloud hosting. **(6)**

Section – C

- Q.11** Differentiate between HTTP and HTTPS. Why is the "S" version essential for e-commerce websites? **(5)**
- Q.12** Write a short note on FinTech. How is it redefining traditional banking services? **(5)**
- Q.13** What are the features of Virtual Currency? Mention why Distributed Ledger Technology (DLT) is used for these transactions. **(5)**
- Q.14** Briefly describe E-Governance in India. List at least three popular e-governance schemes (e.g., Digital India). **(5)**