

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

**ASSIGNMENTS
2025**

[Valid from 1st January 2025 to 31st December 2025]

Sixth Semester



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

Tutor Marked Assignment (TMA)

ASSIGNMENTS – 2025

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 2025 Term End Examination they have to submit latest by in 15 March 2025.
2. Those students who are appearing in December 2025 exams. They should download the new assignment and submit the same latest by 15 October 2025.

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

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-115
Course Title	:	RETAIL SUPPLY CHAIN MANAGEMENT
Assignment Code	:	BRL-115/TMA/2025
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Define E-Commerce. Explain its business models and advantages over traditional retail. **(10)**
2. Explain the concept of supply chain management with an appropriate example. **(10)**
3. When a company works with multiple vendors, it is important to segment and categorize them for managing effective relationships. Explain through Kraljic Matrix. **(10)**
4. Define IOT. Also, explain the importance of IOT in supply chain management. **(10)**
5. Explain SLA benefits in outsourcing. Also, mention some supply chain functions that can be outsourced. **(10)**
6. **Distinguish between the following:** **(10)**
 - a) ABC, FSN and VED classification of inventory
 - b) Omnichannel Marketing and Multichannel Marketing
 - c) Reverse Logistics and Value Recovery
 - d) Centralized Communication and Contract Management
7. **Write short notes on the following:** **(10)**
 - a) Continuous cross- docking
 - b) Transportation Modes
 - c) Put-away process
 - d) Supplier Diversification

(B) Essay Type Questions

8. Define IT integration in supply chain collaborations. Also, explain the top five benefits of supply chain collaborations. **(15)**
9. What are possible disruptions that can cause losses in retail business with international stores as well? How geopolitical changes create disruptions. Explain. **(15)**

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOS – 184
COURSE TITLE	:	E-COMMERCE
ASSIGNMENT CODE	:	BCOS – 184/TMA/2025
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

- Q.1** Explain the evolution of E-Commerce. **(10)**
- Q.2** Discuss the five major steps of the SDLC life cycle for designing commerce solutions. **(10)**
- Q.3** What is Cyber Security? State its importance in today's digitally connected world. **(10)**
- Q.4** Explain the 7C's of retail mix. **(10)**
- Q.5** Describe the various steps of an App development process. **(10)**

Section – B

- Q.6** What are the advantages of E-Commerce? **(6)**
- Q.7** Explain the impact of a pandemic on E-commerce businesses. **(6)**
- Q.8** What are e-Commerce revenue models? Explain their various types. **(6)**
- Q.9** What is the difference between NEFT, RTGS, and IMPS? **(6)**
- Q.10** State the differences between HTTP and HTTPS. **(6)**

Section – C

- Q.11** What are the differences between traditional payment and e-payment? **(5)**
- Q.12** Write a short note on impact of emerging technologies on e-commerce. **(5)**
- Q.13** What are the features of a virtual currency? **(5)**
- Q.14** Explain the significance of E-auction. **(5)**