

# **Bachelor of Commerce**

**B.Com**

**CHOICE BASED CREDIT SYSTEM**

**BCOS – 184: E-COMMERCE**

**ASSIGNMENT**

**2022-2023**

**Valid from 1<sup>st</sup> July 2022 to 30<sup>th</sup> June 2023**

**Fifth Semester**



**School of Management Studies**

**Indira Gandhi National Open University**

**Maidan Garhi, New Delhi -110068**



**BACHELOR OF COMMERCE  
CHOICE BASED CREDIT SYSTEM  
BCOS – 184: E-COMMERCE**

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Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course. The assignment has been divided into three sections. Section A Consists of long answer questions for 10 marks each, Section B consists of medium answer questions for 6 marks each and Section C consists of short answer questions for 5 marks each.

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 December 2022 Term End Examination they have to submit latest by in 15th October 2022.
2. Those students who are appearing in June 2023 exams. They have to submit the same latest by 15th March 2023.

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

## TUTOR MARKED ASSIGNMENT

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<b>COURSE CODE</b>	<b>:</b>	<b>BCOS – 184</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>E-COMMERCE</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>BCOS – 184/TMA/2022-23</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Note: Attempt all the questions.**

### Section – A

- Q.1** Explain the different models of E-commerce? (10)
- Q.2** What do you understand by Distributed Ledger Technology? Do you think it is revolutionizing the world? If so, how? (10)
- Q.3** State the various phases of the website development process. (10)
- Q.4** What is Cyber Security? State its importance in today's digitally connected world. (10)
- Q.5** What are different types of apps in various domains and segments? (10)

### Section – B

- Q.6** State the various key elements of a business model. (6)
- Q.7** What are the requirements metrics of a payment system? (6)
- Q.8** Why is customer engagement and retention an important tool for an E-commerce business? (6)
- Q.9** Explain the process of encryption in Digital Signatures. (6)
- Q.10** What are the various advantages of E-services? (6)

### Section – C

- Q.11 Briefly comment on the following:** (10)
- a) "As compared to organised retailing, e-tailing is less expensive as it saves wages of salesmen and premises cost and maintenance."
  - b) "Hackers have a lot to gain from successful data breaches."
  - c) "Online presence helps in the expansion of the target market."
  - d) "Security is a massive cause of concern when payments become digital in nature."
- Q.12 Distinguish between the following:** (10)
- a) Private Labelling and White Labelling
  - b) E-Government and E-Governance
  - c) Hacking and Identity Theft
  - d) Advantages and Disadvantages of E-tailing for buyers