# Bachelor of Commerce

## BCOM

## BCOS – 184: E-COMMERCE

### ASSIGNMENT

### 2022-2023

## Valid from 1st January 2023 to 31st December 2023

## Fourth Semester

ignou
THE PEOPLE'S
UNIVERSITY

**School of Management Studies**

**Indira Gandhi National Open University**

**Maidan Garhi, New Delhi -110068**

**BACHELOR OF COMMERCE**
**BCOS – 184: E-COMMERCE**

**ASSIGNMENT:  2022-23**

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 2023 Term End Examination they have to submit latest by in 15th October 2023.

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

| | | |
|---|---|---|
| **COURSE CODE** | : | **BCOS – 184** |
| **COURSE TITLE** | : | **E-COMMERCE** |
| **ASSIGNMENT CODE** | : | **BCOS – 184/TMA/2022-23** |
| **COVERAGE** | : | **ALL BLOCKS** |

**Maximum Marks: 100**

## Note: Attempt all the questions.

### Section – A

**Q.1** What is the significance of virtual communities and web portals? **(10)**

**Q.2** What are e-Commerce revenue models? Explain their various types. **(10)**

**Q.3** Describe various types of biometric and non-biometric security measures. **(10)**

**Q.4** What is a virtual currency? What are the features of a virtual currency? Why do you think crypto currency was banned by RBI? **(10)**

**Q.5** State the various phases of the website development process. **(10)**

### Section – B

**Q.6** Why is customer engagement and retention an important tool for an E-commerce business? **(6)**

**Q.7** What is Cyber Security? State its importance in the today's digitally connected world. **(6)**

**Q.8** What are the facilities that Artificial Intelligence is providing to E-commerce? **(6)**

**Q.9** Explain the process of encryption in Digital Signatures. **(6)**

**Q.10** What do you mean by the financial and technical feasibility of the plan? **(6)**

### Section – C

**Q.11** Give the brief of E-tailing trends in India. **(5)**

**Q.12** What are the three main vision areas of Digital India Programme (DIP)? **(5)**

**Q.13** Differentiate between web server and application server. **(5)**

**Q.14** What are the merits of E-payment system? **(5)**