

**Bachelor of Business Administration
(BBA)**

**ASSIGNMENTS
2025-26**

[Valid from 1st July, 2025 to 30th June, 2026]

Third Semester



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

Bachelor of Business Administration

(BBA)

ASSIGNMENTS – 2025-26

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 **BCOE-141, BCOG-171, BRL-106 and BCOS-184** together.

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 assignments 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 2025 Term End Examination they have to submit latest by in 15 October 2025.
2. Those students who are appearing in June 2026 Term End Examination they have to submit latest by in 15 March 2026.

You have to submit the assignments 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/2025-26
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

(Attempt all the questions. Each question carries 10 marks.)

- Q.1** What are the advantages and disadvantages of E-Commerce? **(10)**
- Q.2** Do you think Distributed Ledger Technology is revolutionizing the world? If so, how? **(10)**
- Q.3** What are the various types of websites? **(10)**
- Q.4** What is Cyber Security? State its importance in the today's digitally connected world. **(10)**
- Q.5** Explain the 7C's of retail mix. **(10)**

Section – B

(Attempt all the questions. Each question carries 6 marks.)

- Q.6** Who are Digital Influencers and under which category of e-commerce business model they could be considered? **(6)**
- Q.7** What are the various ways of securing the business on internet? **(6)**
- Q.8** What are the various technologies used by FinTech? **(6)**
- Q.9** What is an operating system? Explain the two most commonly used operating systems. **(6)**
- Q.10** What do you understand by E-governance? State its importance. **(6)**

Section – C

(Attempt all the questions. Each question carries 5 marks.)

- Q.11** Explain the steps in payment gateway process. **(5)**
- Q.12** Name commonly used e-commerce software for small & midsize companies. **(5)**
- Q.13** What are the three broad classifications of an app? **(5)**
- Q.14** State the impact of various emerging technologies such as mobility, cloud, AI and IoT on E-commerce. **(5)**