Course Code	**:**	**BCS-062**
Course Title	**:**	**E-Commerce**
Assignment Number	**:**	**BCA(IV)062/Assignment/2026-27**
Maximum Marks	**:**	**100**
Weightage	**:**	**25%**
Last Date of Submission	**:**	**31st October, 2026 (For July 2026 Session)**
	:	**30th April, 2027 (For January 2027 Session)**

There are four questions in this assignment. Each question carries 20 marks. Rest 20 marks are for viva-voce. Answer all the questions. You may use illustrations and diagrams to enhance the explanations. Please go through the guidelines regarding assignments given in the Programme Guide for the format of presentation.

Q1: **(20 Marks)**

A local handicrafts cooperative intends to establish an online business to market its products nationally and internationally. Prepare a comprehensive e-commerce implementation plan by addressing the following aspects:

- Distinguish between traditional commerce and e-commerce.
- Identify the essential elements required for establishing an e-commerce system.
- Recommend the most suitable e-commerce business model (B2B, B2C, C2C, C2B, etc.) with justification.
- Explain the complete e-commerce trade cycle for the proposed business.
- Discuss the benefits and limitations of adopting e-commerce for rural artisans.

Q2: **(20 Marks)**

A medium-sized manufacturing company plans to digitize its procurement, payment and supplier communication processes. Discuss how the company can improve business efficiency by incorporating the following technologies:

- Electronic Data Interchange (EDI)
- Electronic Payment Systems (EPS)
- Electronic Funds Transfer (EFT)
- Digital Wallets and Smart Cards
- Payment Gateway Services

Also evaluate the operational, financial and managerial benefits as well as the challenges associated with implementing these technologies.

Q3: **(20 Marks)**

A retail organization plans to launch a secure mobile commerce application for online shopping. Explain how the organization can build customer confidence by addressing the following issues:

- Authentication and Authorization
- SSL and Digital Certificates
- Digital Signatures
- Firewalls and Secure Network Architecture
- Cyber Crimes and Cyber Security Measures
- IT Act and Legal Responsibilities of E-Commerce Businesses

Illustrate your answer with suitable examples wherever appropriate.

Q4: **(20 Marks)**

Assume that you have been appointed as an E-Commerce Consultant to design a next-generation online shopping platform for a startup. Prepare a detailed proposal covering the following:

- Features that should be incorporated in the shopping portal to improve customer experience.
- Integration of mobile commerce (m-Commerce) features.
- Personalization and recommendation services.
- Order processing, logistics and customer support mechanisms.
- Future trends such as AI-enabled shopping assistants, location-based services, social commerce and omnichannel commerce.

Justify how these features can improve customer satisfaction and business growth.

Q1: (20 Marks)

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- **Identify the essential elements required for establishing an e-commerce system.**
- **Recommend the most suitable e-commerce business model (B2B, B2C, C2C, C2B, etc.) with justification.**
- **Explain the complete e-commerce trade cycle for the proposed business.**
- **Discuss the benefits and limitations of adopting e-commerce for rural artisans.**

Answer

For this cooperative, e-commerce should be viewed as a complete system for connecting artisans directly with customers, receiving orders and payments, delivering goods and building a reliable brand. The cooperative can first sell within India and then expand to selected foreign markets after testing quality, packaging, shipping and export documentation. A phased launch is safer than investing heavily in every feature at once.

Traditional commerce and e-commerce

Traditional commerce usually requires buyers to visit shops, fairs, exhibitions or agents during limited business hours. The seller pays for physical space, depends on local footfall and may receive payment in cash. In e-commerce, customers discover products through a website, mobile application or online marketplace, compare information and place orders at any time. Digital catalogues, online payments and courier networks make distant customers reachable. However, traditional shopping permits customers to inspect handmade goods physically and develop personal relationships; an online store must replace that confidence with accurate photographs, descriptions, reviews and a fair return policy.