

**B.Sc. FASHION MERCHANDIZING & RETAIL  
MANAGEMENT (BSCFMRM)**

**Term-End Examination**

**December, 2012**

**BFW-017 : NON-STORE RETAILING**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Answer any seven questions. Each question carries equal marks.*

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1. Explain advantages and disadvantages of e-retailing with suitable examples. 10
2. Describe various requirements to setup an e-store. 10
3. What is a brand ? How branding is handled in non-store retailing? 10
4. Differentiate between Navigability and Interactivity with suitable examples. 10
5. Explain the tools and usages of information search on internet. 10

6. What is an E-Service ? What are the differences between Macro and Micro E- Services ? 10
  7. What is Java Script ? How does it help to enhance the interactivity ? 10
  8. Explain the future of e-retailing and role of multi channel retailing. 10
  9. What is M-Commerce ? Explain various M-Shopping elements. 10
  10. Explain Hybrid Retailer and the future of hybrid retailer. 10
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