

**B.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (BSCFMRM)**

**Term-End Examination**

00033

**December, 2014**

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

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** Answer any **seven** of the following questions. All questions carry equal marks.

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1. Distinguish between single channel and multi channel retailing. List the advantages of each. 10
2. Define Direct selling. What are the requirements for a person to be a successful salesman ? 10
3. With a multitude of TV channels, TV shopping has come of age. However, there are disappointments as “what you see is not what you get” has been a repeated comment. Justify the above statement. 10
4. Write a note on different types of catalogues. 10
5. Is the Indian Demographics favouring the growth of e-tailing in India ? Comment. 10
6. How can e-tailers generate higher traffic ? Explain. 10

7. Why could Vending machines not succeed in a big way in India ? Examine. 10
  8. State the advantages and disadvantages of non-store shopping, from the consumers' point of view. 10
  9. Describe Tele Marketing in detail, with the help of suitable examples. 10
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