

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

Term-End Examination

December, 2015

BFW-017 : NON-STORE RETAILING

Time : 3 hours

Maximum Marks : 70

*Note : Attempt any **seven** questions. All questions carry equal marks.*

1. What is e-retailing ? Describe the trends in e-retail. 10
2. Define e-commerce. Discuss various types of e-commerce businesses that are popular in the present Indian scenario. 10
3. What do you understand by the term 'emails' ? How are they different from conventional mails ? Give suitable examples. 10
4. Explain 'pay-per-click' and 'search engine'. Discuss the advantages of 'pay-per-click' and 'search engine'. 10
5. Describe the 'Direct selling' model of Dell Computers. 10

6. Explain Hybrid Retailer and his impact in the retail industry. 10
7. Differentiate between Navigability and Interactivity with the help of suitable examples. 10
8. Explain the concept of pyramid selling in the context of personal retailing, with the help of an example. 10
9. Write short notes on any **two** of the following : 5+5
- (a) Catalogue Retailing
 - (b) Vending Machines
 - (c) M-commerce
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