

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

Term-End Examination

00493 December, 2016

BFW-017 : NON-STORE RETAILING

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the key advantages and disadvantages of multichannel retailing. What are their implications for retailing in India? 10
2. Explain the concept of "E-Retail Mix" in the e-commerce industry. 10
3. Compare and contrast shopping via stores and non-store shopping. 10
4. Explain the major issues that should be handled in the management of e-malls. 10
5. Explain in brief the catalogue retailing. Identify the qualities of retailers who have succeeded in this format. 10

6. "Indian demographics is favouring the growth of e-tailing in India." Justify the statement with suitable examples. 10
 7. List down the distinguishing features between M-commerce and traditional E-commerce. 10
 8. List down the various risks perceived by the customer when buying from non-store retail format. 10
 9. E-stores should be designed in such a manner so as to make it easy and enjoyable to move around the website. What all should be considered to create the synergy ? 10
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