

**B.Sc. RETAIL AND FASHION MERCHANDISE
(BSCRFM)**

Term-End Examination

00710

December, 2017

BFR-014 : NON-STORE RETAILING

Time : 3 hours

Maximum Marks : 70

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

1. Define Non-Store Retailing. Identify the factors that influence non-store methods of retailing by many consumers. 10
2. List the various types of risks associated with non-store formats. 10
3. "Some consumers believe in direct response orders over retailers." Explain the above statement with suitable examples. 10
4. How does door-to-door selling differ from direct marketing ? Write a note on the various direct selling methods with suitable examples. 10

5. Define Multichannel Retailing. What are the key success factors in multichannel retailing ? 10
 6. Discuss the benefits of direct marketing for buyers and sellers. 10
 7. Write a short note on the challenges faced by the direct selling industry in India. 10
 8. Identify the key steps in conducting a direct mail campaign. 10
 9. Discuss the reasons for the emergence of multi-channel retailers over store-based retailers, with suitable examples. 10
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