

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

**Term-End Examination**

**June, 2013**

**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 non-store retailing and its various channels with the help of suitable examples. 10
2. Explain the major issues that should be handled in the management of E-Malls. 10
3. How is the branding important in non-store retailing ? 10
4. Explain the main design factors for design of an e-store. 10
5. Differentiate between Micro and Macro E-Service. With the help of suitable examples. 10

6. Explain E-Commerce and major contributors in the growth of the E-Commerce. 10
  7. Explain the future of E-retailing and role of Multi channel retailing. 10
  8. Differentiate between Dynamic HTML and HTML. 10
  9. What are the main e-retail product categories ? 10
  10. Why do you think 7Cs of the e-retail mix represent a superior model to the traditional 4Ps ? 10
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