

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

Term-End Examination

00474

June, 2014

BFW-017 : NON-STORE RETAILING

Time : 3 hours

Maximum Marks : 70

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

1. "Multi channel retailing is the new mantra for Retailing." Comment. 10
2. List down the fast emerging Retail conglomerates in India. Do you think they will break even in the near future ? 10
3. Define Direct selling. State the advantages and disadvantages of Direct selling. 10
4. Describe "Tele Marketing" in detail with the help of suitable examples. 10
5. List down the various elements of Catalogue marketing. 10
6. Explain "E-retailing" in detail. How is "brick and mortar" different from "click and mortar" ? 10
7. Can "E-tailing" be a successful independent format of retailing ? Discuss. 10

8. Identify the distinguishing features between M-commerce and E-commerce. 10
9. According to you, what are the main reasons which refrain the people from shopping online? 10
10. Write short notes on any *two* of the following : 5+5=10
- (a) Kiosks
 - (b) Mail order
 - (c) Direct marketing
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