

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

**Term-End Examination**

**June, 2016**

00276

**BFW-017 : NON-STORE RETAILING**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What is M-commerce ? Explain various M-shopping elements with respect to M-commerce. 10
2. Discuss the advantages and disadvantages of e-retailing with suitable examples. 10
3. What are the various types of online payment modes ? How does encryption of information take place ? 10
4. What is customization ? Is it a tool for making E-relationships ? Justify your answer. 10
5. Differentiate between 'Click' and 'Brick' stores. Explain the advantages of shopping in Click stores. 10

6. What do you mean by the term 'brand' ? How is branding handled in an online store retailing ? 10
  7. What is JavaScript ? How does it help in enhancing the interactivity ? 10
  8. "Multi-channel retailing is the new mantra for retailing." Comment with the help of a suitable example. 10
  9. Write short notes on any *two* of the following : 5+5
    - (a) Kiosks
    - (b) Direct Marketing
    - (c) Management of E-Malls
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