

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

**Term-End Examination**

**June, 2017**

**00254**

**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. Describe Multichannel Retailing with suitable examples. 10
2. Explain the main design factors for the design of an e-store. 10
3. Discuss how Internet retailing is different from Store based retailing. What advantages do Internet retailers have over Store based retailers ? 10
4. Define direct selling. What are the desirable qualities for a person to be successful in it ? 10
5. State the various challenges faced by the E-tailers in India. 10

6. "Mail order never took off in India." Do you agree with the above statement ? Critically evaluate the reasons for your views. *10*
  
  7. What are the factors that influence online retailing in India ? Briefly describe the online categories frequently shopped. *10*
  
  8. What are the perceived risks associated with non-store shopping ? Explain with the help of suitable examples. *10*
  
  9. List down the factors essential for E-tailing to be successful. *10*
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