

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

Term-End Examination

00994

June, 2017

BFR-014 : NON-STORE RETAILING

Time : 3 hours

Maximum Marks : 70

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

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1. Describe the advantages of non-store retailing formats over store formats. 10
 2. List the various types of risks associated with non-store retailing formats. 10
 3. Analyse the key steps in conducting a direct mail campaign with suitable examples. 10
 4. Write a note on the use of databased marketing in detail. 10
 5. "Direct marketing has been one of the fastest growing areas of distribution over the past few years." Comment on the above statement by defining direct marketing and its success. 10

6. How do multichannel retailers provide more value to their customers ? Explain with suitable examples. 10
7. "Some consumers believe in direct response orders over retailers." Explain the above statement with suitable examples. 10
8. "Direct selling industry has created a positive impact on several social and economic parameters." Comment on the above statement with suitable examples. 10
9. Define telemarketing. List the advantages and disadvantages of using telemarketing. 10
10. What are the differences between direct marketing and direct selling ? How does each method reach out to its customers ? Explain. 10

