

00869 B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)

Term-End Examination

December, 2011

BFW-017 : NON-STORE RETAILING

Time : 3 hours

Maximum Marks : 70

Note : All questions carry equal marks.

Answer any seven question.

1. Explain non-store retailing. Also explain advantages and disadvantages of online shopping. 10
2. What is e-commerce ? Define B2C Business model of Dell Computers. 10
3. What are the types of 'SECURITY THREATS' ? Give technological solutions for it. 10
4. How should an e-store be designed so as to make it easy and enjoyable to move around the website ? 10
5. Explain "E-Retail Mix" of any online company of your choice. 10

6. Compare consumer satisfaction from “e-retailing” with satisfaction from “in-store-retailing” with an example. 10
 7. Provide a description about “Consumer Buying Decision Process”. 10
 8. What is electronic fund transfer ? Explain concept of Consumer Bank and Merchant Bank with Diagram. 10
 9. What is the difference between Goods and services ? Explain overall nature, purpose and scope of online service. 10
 10. Write features that distinguish M-commerce from traditional E-commerce. 10
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