

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

**Term-End Examination**

**December, 2013**

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

*Time : 3 hours*

*Maximum Marks : 70*

*Note : All questions carry equal marks.*

*Attempt any seven questions.*

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1. Compare and contrast shopping via stores and non store shopping. **10**
  2. What are the key advantages and disadvantages of multichannel retailing ? What are their implications for retailing in India ? **10**
  3. Differentiate between direct selling and direct marketing. What are the strengths and weaknesses of each ? **10**
  4. Explain the concept of pyramid selling in the context of personal retailing with the help of an example. **10**
  5. "Mail order never took off in India. Will on-line order be a success ?" Comment. **10**
  6. Discuss how internet retailing is different from store based retailing ? What advantages do internet retailers have over store based retailers ? **10**

7. List down the various factors which are influencing the on-line retailing in India. Briefly describe the on-line categories frequently shopped and why ? 10
8. List down the distinguishing features between m-commerce and traditional e-commerce. 10
9. e-stores should be designed in such a manner so as to make it easy and enjoyable to move around the website. What all should be considered to create the synergy ? 10
10. Write short notes on **any two** of the following : 5+5=10
- (a) Direct marketing
  - (b) Vending Machines
  - (c) Catalog retailing
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