

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

Term-End Examination

00493 December, 2016

BFW-017 : NON-STORE RETAILING

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the key advantages and disadvantages of multichannel retailing. What are their implications for retailing in India? 10
2. Explain the concept of "E-Retail Mix" in the e-commerce industry. 10
3. Compare and contrast shopping via stores and non-store shopping. 10
4. Explain the major issues that should be handled in the management of e-malls. 10
5. Explain in brief the catalogue retailing. Identify the qualities of retailers who have succeeded in this format. 10

6. "Indian demographics is favouring the growth of e-tailing in India." Justify the statement with suitable examples. 10
 7. List down the distinguishing features between M-commerce and traditional E-commerce. 10
 8. List down the various risks perceived by the customer when buying from non-store retail format. 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
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