

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

Term-End Examination

December, 2017

00261

BFW-017 : NON-STORE RETAILING

Time : 3 hours

Maximum Marks : 70

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

1. "Multi-channel retailing is the new mantra for Retailing." Comment. 10
2. Define Direct Selling. Discuss the advantages and limitations of direct selling. 10
3. List down the various elements of Catalogue Marketing. Explain in brief, the function of each element. 10
4. What is E-retailing ? Discuss the trends in e-retail in India. 10
5. Define E-commerce. State various types of e-commerce businesses in the present Indian scenario. 10

6. Explain Pay-Per-Click and Search Engine. Discuss the advantages of pay-per-click and search engine. 10
7. Describe the direct selling model of Dell Computers. 10
8. Explain the concept of pyramid selling in the context of personal retailing with the help of an example. 10
9. Write short notes on any **two** of the following : 5+5
- (a) M-Commerce
 - (b) Catalogue Retailing
 - (c) Vending Machines
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