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

Term-End Examination

December, 2017

BFR-017 : E-RETAILING

Time : 3 hours

Maximum Marks : 70

Note : (i) All questions carry equal marks.

(ii) Attempt any seven questions.

1. Define E-Retailing. Discuss the benefits of E-retailing to a consumer. 10
2. Explain how consumer trade activities can be integrated with E-retailing platform. 10
3. Discuss the non technical limitations of E-commerce. Support your Answer with examples. 10
4. Identify the various challenges being faced by M-commerce organizations in India. 10
5. "E-commerce and E-Retailing are interchangeable terms". Do you agree with the statement ? Identify their differentiating features, if any. 10

6. What is a search engine ? What strategies should a E-Retailer adopt to get its website noticed ? 10
 7. What are the points that one needs to consider while developing a website for commercial purposes ? 10
 8. Elucidate the E-Retailing prospects in India. 10
 9. "E-Retailers aim in providing the same level of satisfaction to E-Shoppers' as much as Brick and Mortar retailers do". Do you agree with the statement ? Justify. 10
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