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

**Term-End Examination**

**June, 2012**

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

*Time : 3 Hours*

*Maximum Marks : 70*

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

1. Explain e-retailing. What are the trends in E-retail ? 10
2. Differentiate between Click and Brick stores ? Explain the advantages of shopping in click stores ? 10
3. What is E-commerce ? Describe the types of E-commerce. 10
4. Explain web-payment system with a suitable diagram and a supportive example. 10
5. What are E-Malls ? How are they different from conventional Malls ? 10

6. Who are E-shoppers ? Discuss motives behind E-shopping. ? 10
  7. Explain "pay-per-click" and search engine. What is the advantage of pay-per-click ? 10
  8. What is customization ? Is it a tool for making E-relationships ? Justify your answer. 10
  9. Explain "Direct selling" model of Dell computers. 10
  - 10 What are the types of online payment mode ? 10  
What is the importance of secure socket layer (SSL) ? How does encryption of information takes place ? Justify.
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