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BFW-017

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

Term-End Examination

00354

June, 2015

BFW-017 : NON-STORE RETAILING

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven of the following questions. All questions carry equal marks.

1. What are the key advantages and disadvantages of multi-channel retailing ? Discuss its implications for retailing in India. 10
2. "Direct selling has been a mixed bag as far as its success is concerned." Comment with the help of suitable examples. 10
3. Do you agree with the comment that, "There have been disappointments in TV shopping as to what you see is not what you get" ? Comment. 10
4. Write a note on Catalogue Retailing. 10
5. "Indian demographics is playing a vital role in the growth of e-tailing in India." Justify the above statement. 10

6. How has Internet empowered consumers in the shopping process ? Why do many customers still not shop on-line ? 10
7. Compare Mail Order, TV sales and Tele sales. 10
8. Compare and contrast shopping via stores and non-store shopping. 10
9. Describe in detail the "Technology based retailing" with suitable examples. 10