

Roll No: -----

**UNIVERSITY OF PETROLEUM  
AND ENERGY STUDIES**



**End Semester Examination, April, 2017**

**Program/course: B.Tech-CS-EC**

**Subject: Non-Store Retail**

**Code : BBCR174**

**No. of page/s: 02**

**Semester – VIII**

**Max. Marks : 100**

**Duration : 3 Hrs**

**SECTION (A)**

**(Answer all Questions) (20 Marks)**

**Fill in the Blanks:**

**10x2 = 20 marks**

1. The segment served by the firm is called the \_\_\_\_\_.
2. \_\_\_\_\_ is described as a cluster of complementary products and services that are closely related in the minds of consumers but are spread across a diverse set of industries.
3. \_\_\_\_\_ involves obtaining a desired product from someone by offering something in return.
4. \_\_\_\_\_ is the form of marketing when some companies defines an existing clear need and prepare an affordable solution.
5. \_\_\_\_\_ includes all the activities in selling products or services directly to final consumers for their personal, non-business use
6. \_\_\_\_\_ are located in cities and include department and specialty stores, banks, and movie theaters
7. A \_\_\_\_\_ stretches from raw materials to components to final products that are carried to final buyers.
8. \_\_\_\_\_ is a form of marketing when a company recognize an emergent or latent need, and come out with an affordable solution.
9. \_\_\_\_\_ stores carry narrow product lines with deep assortments within the product lines
10. \_\_\_\_\_ stores sell standard merchandise at lower prices by accepting lower margins and selling higher volume.

**SECTION (B)**

**(Answer all Questions) (40 Marks)**

**4x10 = 40 marks**

1. Explain the reasons for the growth in “Direct Marketing”.
2. Explain the principles of direct response advertising.
3. Explain the advantages and disadvantages of non-store retailing.

4. Explain the different types of retailers on the basis of “Amount of Service”.

OR

Explain the different types of retailers on the basis of “Relative Prices”.

**SECTION (C)**

**(Answer all questions) (40 Marks)**

**20x2 = 40 marks**

1. (a). Explain the issues about shopping on the internet.  
(b). Explain the 5 C’s of e-retailing.
2. (a). Explain the e-retailing business models.  
(b). Explain “Four Levels of Competition” with examples.

OR

3. (a). Explain “The orientation of the firm which typically guides marketing efforts” with examples.  
(b). Explain the classification of non-store retailing.

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**SECTION (A)**

**(Answer all Questions) (20 Marks)**

**Fill in the Blanks:**

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1. The segment served by the firm is called the \_\_\_\_\_.
2. \_\_\_\_\_ is described as a cluster of complementary products and services that are closely related in the minds of consumers but are spread across a diverse set of industries.
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**SECTION (B)**

**(Answer all Questions) (40 Marks)**

**4x10 = 40 marks**

1. Explain the Do's & Don'ts in e-retailing.
2. Explain the benefits of e-retailing for sellers as well as for buyers.
3. Explain "AIDA" in e-retailing.
4. Explain the different types of retailers on the basis of "Amount of Service".

OR

Explain the different types of retailers on the basis of "Relative Prices".

**SECTION (C)**

**(Answer all questions) (40 Marks)**

**20x2 = 40 marks**

1. (a). Explain the issues about shopping on the internet.  
(b). Explain the 5 C's of e-retailing.
2. (a). Explain the e-retailing business models.  
(b). Explain the classification of non-store retailing.

OR

3. (a). Explain "The orientation of the firm which typically guides marketing efforts" with examples.  
(b). Explain "Four Levels of Competition" with examples.

