

Retail Management

QP Code : NR-142E-

(2 Hours)

[Total Marks : 60

- N.B. : (1) Section I is compulsory.
(2) Attempt any three question from section II.

Section I

1. Explain the following concepts.

- (i) Franchising
- (ii) CRM in Retailing
- (iii) Private Label Brands
- (iv) Copycat Branding
- (v) Multi Channel Retailing

2. Read the following case and answer the following question.

Rashida Verma, a degree teacher, launched an entrepreneurial retail venture because she was upset that her students were coming to college in T-Shirts with negative messages on them. She saw kids wearing T-Shirts with slogans like "Spoiled Brat" or "I'm Stupid" and thought they were not "how happy kids think". Her research supported her contention. Kids preferred T-Shirts with "First grade rocks !", "Go Green". She created a business, "My kids". In her retail business, children under 18 submitted designs for T-Shirts, and customers voted on their favourites. The winners were added to her product line and received 3 percent of the profits from their designs.

Rashida Verma wanted to do more than just create a happy T-shirt retail outlet. From the beginning, her company had a charitable component. It donated part of its profits to a program called 'Free Arts for Abused Children'. As a teacher, she said, "I always stressed to my kids the idea of giving, the idea of sharing and this is how I run my business."

Question :—

- (i) Analyse the above case
- (ii) Do you feel Rashida Verma's 'My kids' would run successfully ?
State reasons.
- (iii) State ways to further improve "My kids" brand image.

Section II

3. What do you mean by retailing ? Explain the store and non-store based retailers with examples.
4. What is merchandise planning ? Explain its process.

Con. 2107-14.

[TURN OVER

Bms Question Paper 2013

Daniela Andreini, Cristina Bettinelli



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