

# 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. 15

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 5
- (ii) Do you feel Rashida Verma's 'My kids' would run successfully ? 5  
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. 10
4. What is merchandise planning ? Explain its process.

Con. 2107-14.

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## **Table of Contents Bms Question Paper 2013**

1. Understanding the eBook Bms Question Paper 2013
  - The Rise of Digital Reading Bms Question Paper 2013
  - Advantages of eBooks Over Traditional Books
2. Identifying Bms Question Paper 2013
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Bms Question Paper 2013
  - User-Friendly Interface
4. Exploring eBook Recommendations from Bms Question Paper 2013
  - Personalized Recommendations
  - Bms Question Paper 2013 User Reviews and Ratings
  - Bms Question Paper 2013 and Bestseller Lists

5. Accessing Bms Question Paper 2013 Free and Paid eBooks
  - Bms Question Paper 2013 Public Domain eBooks
  - Bms Question Paper 2013 eBook Subscription Services
  - Bms Question Paper 2013 Budget-Friendly Options
6. Navigating Bms Question Paper 2013 eBook Formats
  - ePub, PDF, MOBI, and More
  - Bms Question Paper 2013 Compatibility with Devices
  - Bms Question Paper 2013 Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Bms Question Paper 2013
  - Highlighting and Note-Taking Bms Question Paper 2013
  - Interactive Elements Bms Question Paper 2013
8. Staying Engaged with Bms Question Paper 2013
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Bms Question Paper 2013
9. Balancing eBooks and Physical Books Bms Question Paper 2013
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Bms Question Paper 2013
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Bms Question Paper 2013
  - Setting Reading Goals Bms Question Paper 2013
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Bms Question Paper 2013
  - Fact-Checking eBook Content of Bms Question Paper 2013
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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