QP Code : NR-1426

(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   5
    (ii) Do you feel Rashida Verma's 'My kids' would run successfully ? State reasons.   5
    (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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 Business Model Innovation Daniela Andreini,Cristina Bettinelli,2017-02-28 This book presents a systematic literature review of 156 published papers on business model innovation BMI The aim is to identify and integrate the different theoretical perspectives analytical levels and empirical contexts in order to deepen understanding of this complex phenomenon The authors conduct an inductive thematic analysis based on an informal ontological classification that identifies 56 key themes Within each theme discussion focuses on thematic patterns potential inconsistencies and debates and future directions and opportunities for research The book makes a number of significant contributions to the field First it offers a deeper understanding of the evolution of research on BMI through an ontological map that identifies the key thematic areas in the literature Second a multilevel model is developed that clarifies the concept of BMI by identifying its drivers contingencies and outcomes Third the authors identify clear and specific directions for further research and offer suggestions on research design creating an informative road map for the future The book will be of value both to scholars and researchers and to practitioners **Entrepreneurship and Digital Transformation: Managing Disruptive Innovation in a Changing Environment** Víctor Jesús García Morales,Aurora Garrido-Moreno,Nigel Lockett,Rodrigo Martín-Rojas,2022-02-02 *Practice Single Best Answer Questions for the Final FRCA* Hozefa Ebrahim,Khalid Hasan,Mark Tindall,2012-10-11 Ten papers of thirty questions each cover the entire syllabus with questions pitched at the right level for the exam *The Routledge Handbook of Accounting for the Sustainable Development Goals* Andrea Venturelli,Chiara Mio,2024-11-05 The introduction of Agenda 2030 and its 17 Sustainable Development Goals SDGs has traced a path for private and public entities interested in pursuing sustainable development This handbook identifies the recent challenges in accounting research and the SDGs by exploring the evolutionary pathways and future direction of sustainability reporting It explores the role of businesses as contributors to Agenda 2030 by assuming a multidisciplinary approach and provides a measure of organisations contributions to the SDGs through the understanding of business strategies and policies on Agenda 2030 integration The book represents a substantial and multi faceted contribution to the debate on SDGs accounting by assembling international scholars and practitioners to effectively explore the practice and theory revolving around the current state of the art and highlight future research pathways By providing a comprehensive evaluation of accounting for the Sustainable Development Goals this volume will appeal to a wide variety of readers from students scholars researchers practitioners and policymakers interested in increasing their awareness of Agenda 2030 and offers a significant contribution to the evolution of accounting practices *Previous Exam Papers for Business and Management Sciences (BMS) 2013-2014* University of Kurdistan Hewler,2014 **Digital Disruptive Innovation** Joe Tidd,2019-08-21 Its focus is the major theme of digital innovation and it tries to go beyond the hype associated with much of the discussion of this important area The discussion in the book stresses the need to move our thinking about innovation beyond the level of enterprise to consider

ecosystems and complementary assets Overall this is a useful book not least because in addition to opening up key lines for further research enquiry the book also has a strong international flavour with contributions from a wide and diverse set of contexts International Journal of Innovation ManagementThere is no doubt that digital technologies have the potential for disruptive innovation in a wide range of sectors both in manufacturing and services and the commercial and social domains However popular commentaries on the potential of digital innovation to disrupt have suffered from two extreme positions either simplistic technological determinism often promoted by technology vendors claiming that the impending widespread automation of products and services will provide step changes in productivity and new products and services or alternatively very high level broad discussions of business model innovation in traditional sectors private and public However the impacts will not be universal and the outcomes will be highly differentiated More fundamentally neither a narrow technological perspective or broad business view adequately captures the appropriate level of granularity necessary to understand the potential and challenges presented by digital innovation In this book Digital Disruptive Innovation we apply innovation concepts models and research to provide greater insights into strategies for and management of digital innovation

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