

SEMESTER-VI
RETAIL MANAGEMENT

Programme: B.Com (Computer Applications)
Course Code: U20/CCA/DSE/603-B
Course Type : DSE-III
No. of Credits: 4

Max. Hours: 75
Max Marks: 100 (40:60)
Hours per week: 5

Course Objective:

To orient the students to the concept of retailing and introduce them to the process of retail management operations.

Course Outcomes:

- CO1:** The students will be able to define retailing concepts and describe the retailing environment in India & internationally.
- CO2:** The students will be able to classify and compare the different retailing formats.
- CO3:** The students will be able to explain the decision making process and assess the loyalty programmes for customer relationship management.
- CO4:** The students will outline the process of merchandise management.
- CO5:** The student will be able to identify the functions of store operations management.

MODULE I : INRODUCTION TO RETAILING**(15 Hrs)**

Retailing- concept- meaning- Definition- Characteristics of Retailing- Retailer- services provided by retailer- factors responsible for the growth of retail in India- Career in retailing- Internationalisation of Retail- parameters of international retailing- factors affecting retailer's choice of markets.

MODULE II: BUSINESS MODELS IN RETAIL**(15 Hrs)**

Retail Format- meaning- evolution – Theories of retail development- Classification of retail models- store based retailing- independent- franchise- chain- Supermarkets- Hypermarkets- Non-store retailing- Electronic retailing- Service retailing- Airport retailing.

MODULE III: UNDERSTANDING THE RETAIL CUSTOMER**(15 Hrs)**

Retail shopper- Identifying and understanding retail shopper's buying behaviour- need- Factors influencing buying behaviour- Decision- making process – steps – Market research in retail- Customer Profiling-Customer loyalty- enhancing customer loyalty- Customer relationship management-Retail Information system- importance of information technology in retail.

MODULE IV: MERCHANDISE MANAGEMENT**(15 Hrs)**

Concept of Merchandising-factors influencing merchandising function-merchandise- functions- buyer- role-Merchandise planning- concept- process of merchandising planning- steps - merchandise hierarchy-Types of merchandise- Logistics- Supply chain management -Private Labels- concept-Need-Process of private label creation- Future of private labels

MODULE V: OPERATIONS MANAGEMENT**(15 Hrs)**

Store site selection-Types of retail locations-Store Design- Store Environment- elements of store environment- Exterior- Interior-Atmospherics and Aesthetics-Store Layout- classification- Visual merchandising-Credit management- Crisis management .

Suggested Readings:

1. Barry Berman , Joel R.Evans – Retail Management – A Strategic Approach – Pearson Education.
2. Swapna Pradhan – Retail Management – Tata Mc Graw Hill
3. Micheal Levy and Barton A Weitz – Retail Management - Mc Graw Hill
4. David Gilbirt – Retail Marketing Management – Prentice Hall

RETAIL MANAGEMENT
MODEL QUESTION PAPER

Course Code: U20/COM/DSE/603B

Credits : 4

Max Marks: 60

Time : 2Hrs

I. Answer any FIVE from the following EIGHT Questions. 5q × 2m= 10 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

II. Answer the following

5 q x 10 m = 50 marks

1.
OR
- 2.
3.
OR
- 4.
5.
OR
- 6.
7.
OR
- 8.
9.
OR
- 10.