

**SD COLLEGE HOSHIARPUR**  
**DEPARTMENT OF MANAGEMENT**  
**LECTURE PLAN FOR THE SESSION 2023-24**

Class	<b>BBA(SEMESTER- VI)</b>
Subject name and code	BBA 326: Retail Management
Max. Marks and duration of exam.	100 (Theory:80, Internal Assessment:20) and 3 hours
Duration of lecture	45 minutes per day
No. of lectures delivered per week	6 lectures
Submitted by	Saurabh Thakur, Department of Management

**Course Objective:** :The course structure helps in developing marketing competencies in retailing and retail consulting .

**UNIT-I**

<b>Topics</b>	<b>Content</b>	<b>Specific objectives</b>	<b>Methods and Techniques</b>	<b>Resource and links</b>
<b>Introduction to Retailing</b>	<p>Definition, Characteristics, emerging trends in retailing, Evolution of</p> <p>Retailing in India, Factors behind the change of Indian retail industry. Retail Formats: Retail</p> <p>Institutions by ownership, Retail institutions by Store-Based Strategy Mix, Web, Non-store</p> <p>Based, and other forms of Non-traditional Retailing.</p>	<p>The course structure helps in developing marketing competencies in retailing and in retail consulting .</p>	<p>Class room teaching with example</p> <p>PowerPoint Presentations</p> <p>Case studies</p> <p>Google class</p>	<p>1. Berman &amp; Evarv: Retail Management, Prentice Hall.</p> <p>2. Gibson G Vedamani: Retail Management: Functional principles &amp; practices, Jaico Publishing House.</p> <p>3. Cullen &amp; Newman: Retailing – Environment &amp; Operations, Cengage Learning EMEA.</p> <p>4. Bajaj, Tuli &amp; Srivastava: Retail Management- Oxford University Publications</p> <p>5. Harjit Singh: Retail Management, S. Chand Publication.</p>

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<b>Choosing a Store Location</b>	Trading-Area analysis, characteristics of trading areas, Site selection, Types of locations, location and site evaluation. Store Planning: Design & Layout, Retail Image Mix, effective retail space management, floor space management			<b>INTERNET WEBSITES</b> <a href="http://www.slideshare.in">www.slideshare.in</a> <a href="http://www.scribd.com">www.scribd.com</a> <a href="http://www.managementparadise.com">www.managementparadise.com</a>


**Unit -II**

<b>Topics</b>	<b>Content</b>	<b>Specific objectives</b>	<b>Methods and Techniques</b>	<b>Resource and links</b>
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<p><b>Retail Pricing</b></p>	<p>Retail Marketing Mix, Advertising &amp; Sales Promotion, Store Positioning, CRM. Retail Merchandising: Buying Organization Formats and Processes, Devising Merchandise Plans, Shrinkage in retail merchandise management, Markup &amp; Markdown in merchandise management</p>	<p>The course structure helps in developing marketing competencies in Retailing and in retail consulting.</p>	<p>Class room teaching with example</p> <p>PowerPoint Presentations</p> <p>Case studies</p> <p>Google class</p>	
<p><b>Merchandise Pricing</b></p>	<p>Concept of Merchandise Pricing, Pricing Objectives, External factors affecting a retail price strategy, Pricing Strategies, Types of Pricing. Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager – Responsibilities, Inventory Management, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.</p>			

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## **QUESTION BANK**

### **SHORT QUESTIONS**

1. What is retail management?
2. Define non traditional retailing?
3. What are characteristics of trading areas?
4. Define store planning?
5. What is meant by retail marketing mix?
6. What is concept of markup?
7. Explain in detail about inventory management?

### **LONG QUESTIONS**

1. What are emerging trends in retailing?
2. What do you mean by trading area analysis?
3. Explain various types of retail formats?
4. Explain in detail about floor space management?
5. Define shrinkage in retail merchandise management?
6. What is CRM?
7. What are factors affecting customer service t?
8. What are various buying organisation formats?

