

RETAIL MANAGEMENT

Subject Code	: 14MBA MM302	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objectives :

- To develop an understanding of the contemporary retail management, issues, strategies and trends in Retailing
- To highlight the significance of retailing and its role in the success of modern business houses
- To acclimatize with the insights of retailing, key activities and relationships.

Module I

(7 Hours)

Introduction and Perspectives on Retailing -

World of Retailing, Retail management, introduction, meaning, characteristics, emergence of organizations of retailing - Types of Retailers (Retail Formats) - Multichannel Retailing - Customer Buying Behaviour, Historical Perspective, role of retailing, trends in retailing, FDI in Retail - Problems of Indian Retailing - Current Scenario

Module II

(5 Hours)

Theories of Retailing

Wheel of retailing, The Retail Accordion, Melting Pot Theory, Polarization theory

Module III

(10 Hours)

Retailing strategy for Setting up Retail organization and planning; Retail Market Strategy - Financial Strategy - Site & Locations (Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.) - Human Resource Management, Information Systems and supply chain management & Logistics.

Module IV

(10 Hours)

Store management and visual merchandising; Store Management; Responsibilities of Store Manager, Store Security, Parking Space Problem; at Retail Centres, Store Record and Accounting System, Coding System,

Material Handling in Stores, Management of Modern retailers -Store Layout, design: Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors Customer Service, Planning Merchandise Assortments -Buying systems -Buying merchandise and Retail Communication Mix

Module V

(5 Hours)

Retail Pricing: Factors influencing retail pricing, Retail pricing strategies, Retail promotion strategies

Module VI

(9 Hours)

Relationship Marketing & International Retailing: Management & Evaluation of Relationships in Retailing, Retail Research in Retailing: Importance of Research in Retailing, Trends in Retail Research, Areas of Retail Research, Customer Audits, Brand Management in retailing, Internationalization of Retailing and Evolution of International Retailing, Motives of International Retailing, International Retail Environment - Socio-Cultural, Economic, Political, Legal, Technological and issues in international retailing

Module VII

(6 Hours)

Retail Audit and ethics in Retailing

Undertaking an audit, responding to a retail Audit, problems in conducting a retail audit, Ethics in retailing, social responsibility and consumerism Case Studies

Practical Components:

(4 Hours)

- Interview a salesperson in a retail store and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, why they chose a sales career, and what does it take to succeed in this profession.
- Go to a kirana store and a supermarket and compare the following: a) store arrangement b) No of brands carried c) pricing policies - are discounts given? d) Service - personal or impersonal? Etc.
- Go to at least three kirana stores in your neighborhood (around 2 kms) and discuss with them the importance of location, pricing, credit policy, etc. What percentages of goods are sold 'loose' in each locality and compare this with the approximate income range of the customers? What are the retailer's losses when a customer defaults in payment? Does he make up for it by increasing his prices to other customers?

- Ask your friends if they would buy certain goods like groceries, vegetables, socks, mobile, pens etc from the roadside vendor as against a regular shop. Group the products into low risk and high risk ones. Does this buying behavior also depend on the personality of the individual doing the buying? Or the one doing the selling?
- Student can make a presentation on any product or the services of student choice, covering selling strategies and one day work exposure towards merchandising in any big retail outlets of respective places where institute is operating. Rural colleges can send the students to the city nearby to observe the merchandising planning in retail outlets and to make a small report.

RECOMMENDED BOOKS:

- Integrated Retail Management - James R. Ogden & Denise Trodden. Bizantia, 2003.
- Retail Management - Levy & Weitz, 8/e, TMH, 2012.
- Retailing Management - Swapna Pradhan, 4/e, TMH, 2012.
- Retail Marketing Management - David Gilbert, 2/e, Pearson Education.
- The Art of Retailing - A. J. Lamba, McGraw Hill.
- Retail Management: A Strategic Approach - Barry Berman, Joel R. Evans, Pearson.

REFERENCE BOOKS:

- Principles of Retail Management - Rosemary Varley, Mohammed Rafiq, Palgrave Macmillan, 2009.
- Retail Management - Chetan Bajaj, Oxford University press.
- Managing Retailing - Sinha, Piyush Kumar & Uniyal & Oxford University Press, 2010.
- Retail Management - Arif Sheikh, HPH.
- Sales & Distribution Management - Tapan K. Panda & Sunil Sahadev, 6/e, Oxford University Press.
- Retail Management, Functional Principles and Practices, Gibson G Vedamani, 4th Edition, JAICO Publishing House.
- Retail Management, Global perspective, Dr. Harjith Singh, 3rd Revised Edition, S. Chand.

Signature

SERVICES MARKETING

Subject Code	: 14MBA MM303	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objectives:

- To acquaint the students to the uniqueness of the services characteristics and its marketing implications.
- To discuss measure and analyze several facets in the area of services marketing essential for the success of a service sector firm.
- To acquaint the students with the various models and their applications.

Module I

Introduction to services: Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, myths about services, characteristics of services, concept of service marketing triangle, service marketing mix, GAP models of service quality. Marketing challenges in service industry. (6 hours)

Module II

Consumer behaviour in services: Search, Experience and Credence property, consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services. Customer perception of services-Factors that influence customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception. (6 hours)

Module III

Understanding customer expectation through market research: Key reasons for GAP I, using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies-Relationship marketing, Evaluation of customer relationships, Benefits of customer relationship, levels of retention strategies, Market segmentation-Basis & targeting in services. (6 hours)

Module IV

Customer defined service standards: "Hard" & "Soft" standards, process for developing customer defined standards (10 hours)