



**PARVATHANENI BRAHMAYYA  
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**

*Autonomous*

Siddhartha Nagar, Vijayawada-520010

*Re-accredited at 'A+' by the NAAC*

**22 BA 404: Retail Management**

Subject Code:	<b>20BA404</b>	I A Marks	30
No. of Lecture Hours / Week	05	End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100
Practical Component	01 Hour/Week	Exam Hours	03
Course Focus	<b>Employability</b>	<b>Entrepreneurship</b>	<b>Skill Development</b>

<b>Course Outcomes</b>	
By the end of the course, students will be able to:	
CO1	Develop an understanding of contemporary retail management.
CO2	Explain the role of the retailing industry in the Indian Economy and its contribution
CO3	Understand the role played by Human Resource strategies and retailing sector issues.
CO4	Explain the changing fashion trends and ever-changing customer tastes and preferences.
CO5	Highlight the significance of retailing and its role in the success of modern business houses. To explain the importance of location and store management activities.

<b>Contribution of Course Outcomes towards Achievement of Program Outcomes &amp; Strength of correlations (H-High, M-Medium, L-Low,0-Nil)</b>								
<b>22BA404</b>		<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
	<b>CO1</b>	3						
	<b>CO2</b>	2						
	<b>CO3</b>						3	
	<b>CO4</b>			2				
	<b>CO5</b>			2			3	

<b>Units</b>	<b>Syllabus</b>	<b>No of Hours</b>
<b>UNIT-I</b>	<b>Introduction to Retailing</b> – Concept – Meaning – Nature – Scope and Importance – and Functions of Retailing – Overview of Indian & Global Retailing –Types of Retailing – Store Based and Non-Store Based Retailing – Changing Trends of Consumerism and Retail Consumer Purchase Decision Making Process – Concepts of Cross-shopping – Opportunities and Challenges of Retailing in India – Innovative Business Models in Indian Retailing – e-tailing.	<b>15</b>

<b>UNIT-II</b>	<b>Retail Market Strategy</b> – Concept – Definition – and Need for Retail Market Strategy – Developing a Sustainable Competitive Advantage – Strategic Retail Planning Process – Opportunities and Challenges for Domestic and International Expansion – Retail Location – Concept – Types – and Importance of Retail Location – Market Potential Considerations – Integrating and Controlling Retail Strategy.	<b>15</b>
<b>UNIT-III</b>	<b>Retail –HR Management</b> – Retail HRM – Policies – Practices – and Managing of Human Resources in Retailing Business – Financial Strategies in Retailing: Objectives and Goals –Financial Performance Assessment in Retailing – Retail Merchandising: Process of Category Management – Emergence of Private Labels (Store Brands).	<b>15</b>
<b>UNIT-IV</b>	<b>Retail Pricing &amp; Promotion:</b> Policies – and Strategies of Retail Pricing – Techniques for Increasing Retail Sales – Retail Promotion Mix – Retail Advertising and Sales Promotions – In-store Price Promotions – Retail Communication Budget – Process and Methods of Budgeting – Emergence of Multichannel Retailing – Issues and Challenges.	<b>15</b>
<b>UNIT-V</b>	<b>Store Management</b> – Concept – Scope and Importance of Store Management – Store Layout – Design – Visual Merchandising – Retail Customer Service – Managing Service Quality – Complaint Handling – Service Recovery Strategies – Customer Relationship Management – Retail Customer Satisfaction – Loyalty – and Retention Strategies – Retail Information System – Supply Chain Management in Retailing – Ethical Issues in Retailing – Retail Audit – Retailing Research in India.	<b>15</b>
<b>Case Study (Not Exceeding 300 words)</b>		
<b>Practical Component:</b>		
<ul style="list-style-type: none"> <li>• 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.</li> <li>• Go to a Karana 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.</li> <li>• Go to at least three Karana stores in your neighborhood (around 2 kiss) 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?</li> <li>• 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?</li> <li>• 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.</li> </ul>		

**Suggested Readings:**

1. Levy & Weitz 2012 8<sup>th</sup>ed– Retailing Management – TMH New Delhi.
2. A.J. Lamb 2012 5<sup>th</sup>ed– The art of Retailing – TMH New Delhi.
3. Barry Berman Joel & R Evans 2012 6<sup>th</sup>ed - . Retailing Management-A Strategic Approach- PHINew Delhi
4. Cretan Bajaj 2017 3<sup>rd</sup>ed– Rajnish Tuli and Srivastava – Retail Management – Oxford University Press New Delhi.



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**MODEL QUESTION PAPER  
M.B.A. (REGULAR) DEGREE EXAMINATION  
FOURTH SEMESTER  
22 BA 404 – Retail Management**

**Duration: 3hours**

**Max. Marks: 70**

Note:

1. This question paper contains three Sections- **Section- A Section -B and Section -C.**
2. **Section -A** contains 5 short answer questions with an internal choice. Answer any **ALL** questions. Each question carries 4 Marks.
3. **Section -B** contains 5 Essay questions with an internal choice from each unit. Each question carries 8 Marks.
4. **Section -C** contains one Case Study for 10 Marks. (Compulsory)
5. All **Sections** of the Question paper must be answered in one place.

**SECTION – A**

**5 x 4= 20 Marks**

			<b>Bloom's Level</b>	<b>CO</b>	<b>Max Marks</b>
<b>1</b>	a)	Explain the Cross Shopping	L1	CO 1	4M
	(OR)				
<b>2</b>	b)	Discuss about E-retailing	L1	CO 1	4M
	a)	Define Consumerism	L1	CO 2	4M
<b>3</b>	(OR)				
	b)	Explain the Retail Advertising	L1	CO 2	4M
	a)	Explain the Multi-Channel retailing.	L1	CO 3	4M
<b>4</b>	(OR)				
	b)	What do you mean by Merchandising	L1	CO 3	4M
	a)	Explain the process of CRM	L1	CO 4	4M
<b>5</b>	(OR)				
	b)	Discuss the significance of Retail Audit	L1	CO 4	4M
	a)	Explain the concept of store management	L1	CO 5	4M
	b)	Discuss ethical issues in retailing	L1	CO 5	4M

**SECTION – B**

**5 X 8=40 Marks**

			<b>Bloom's level</b>	<b>CO</b>	<b>Max. Marks</b>
<b>UNIT-I</b>					
<b>6</b>	(a)	Discuss the role played by retailing industry in Indian Economy	L6	CO1	8 M
	(OR)				
	(b)	Explain the opportunities and challenges in retail industry	L2	CO1	8 M
<b>UNIT-II</b>					
<b>7</b>	(a)	Explain retail-marketing strategy.	L2	CO2	8 M
	(OR)				
	(b)	Discuss the importance of retail location and its prerequisites	L6	CO2	8 M
<b>UNIT-III</b>					
<b>8</b>	(a)	Explain Retail HRM strategies.	L2	CO3	8 M
	(OR)				
	(b)	Explain the process of category management.	L2	CO3	8 M
<b>UNIT-IV</b>					
<b>9</b>	(a)	Explain retail pricing strategies	L2	CO4	8 M
	(b)	Discuss any two sales promotion techniques followed by retailers.	L6	CO4	8 M
<b>UNIT-V</b>					
<b>10</b>	(a)	Discuss the major factors to be considered in store management	L6	CO5	8 M
	(OR)				
	(b)	Explain the importance of supply chain management in retailing.	L5	CO5	8 M

**SECTION C 1X10=10 Marks**

			<b>Blooms level</b>	<b>CO</b>	<b>Max Marks</b>
<b>11</b>		<b>CASE STUDY(Compulsory)</b>	L	CO	10 M
	Survival in today's economic climate and competitive retail environment requires more than just low prices and innovative products. To compete effectively, businesses must focus on the customer's shopping experience. To manage a customer's experience, retailers should understand what "customer experience" actually means. Customer experience includes every point of contact at which the				

	<p>customer interacts with the business, product, or service. Customer experience management represents a business strategy designed to manage the customer experience. It represents a strategy that results in a win-win value exchange between the retailer and its customers. Inturn it focuses on the role of macro factors in the retail environment and how they can shape customer experiences and behaviors (e.g., promotion, price, merchandise, supply chain and location) to deliver a superior customer experience are identified which should result in higher customer satisfaction, more frequent shopping visits, larger wallet shares, and higher profits.</p>			
	<p><b>Question:</b> Write a note on customer experience management in Indian retailing industry by taking two famous retail chains in India.</p>			