

**MBA (Retail Mgmt) - III Semester**

**PAPER-XI**

**RETAIL BRANDING & STRATEGY**

**Course Code: 45**

**Paper Code: MBRM3001**

**Objectives**

- To present contemporary view of the role of Brand Management
- To explore various issue related to Brand Management, and
- To develop a critical understanding of the process involved in Brand Management in retailing

**UNIT – I**

Brand – Meaning – Definition – Role of Brand – Brand Positioning & Personality of a Brand

**UNIT – II**

Consumer’s concept of ‘Self-Image’- Brand Proposition – Brand Name & Brand Awareness

**UNIT – III**

Managing Brand Portfolio – Contemporary view of the role of Brand Management – Various issues related to Brand Management – Process involve in Building & Managing Brand in retail management

**UNIT – IV**

Approaches to strategic Management – Approaches to Strategic Anaslysis of the retailing environment – Approaches to the analysis of resources – Competence and Strategic capability – Application of technique such as Value Chain Analysis & Bench Marking

**UNIT - V**

Retailing organizations – Formulation and evaluation of strategic options within retailing organizations – Mergers – Acquisition and strategic alliances involving retailers – Analysis of organization structure and design among retail organizations

**REFERENCES**

**Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi**

**Dunne, RETAIL MANAGEMENT, Cengage Learning Pvt. Ltd, New Delhi**

**S.L. Gupta, RETAIL MANAGEMENT**

**David Gilbert, RETAIL MARKETING MANAGEMENT**

**MBA (Retail Mgmt) - III Semester**

**PAPER-XII**

**STORE LOCATION, DESIGN AND VISUAL MERCHANDISING**

**Course Code: 45**

**Paper Code: MBRM 3002**

**Objectives**

- To develop in-depth understanding for effective utilization of store design and visual merchandising techniques
- To learn the effectiveness of visual merchandising, and
- To understand various aspects of stores management.

**UNIT - I**

Store Location – Importance of Store Location – Types of Store Location – Isolated or Freestanding location – Unplanned Shopping Centers – Planned Shopping Centers – Store Location and Retail Strategy – Selecting the Store Location – Market Area Analysis – Effect of demographic, economic, cultural, demand, competition and infrastructural factors.

**UNIT - II**

Trade Area Analysis – Size and shape of trading areas – Defining the trade area – Reilly's law Huff's Probability Model – Index of Retail Saturation Theory – Site Evaluation and Selection – Estimating the potential – Selecting the Specific Site. Objectives of a good store design – Creating a Store image – Creating a buying environment – Store Exteriors – Store Interiors – Store Layout Design – Types Grid – Racetrack – Free Form – Feature areas – Space planning – Location of department – Location of merchandise within departments : Use of Plano grams.

**UNIT III**

Merchandise facilitators (fixtures, props, graphics and Signs etc) and material, current developments in visual materials, fixtures, retail space management, floor plan blueprints.

**UNIT IV**

Visual Merchandising – concept – role and influence as a communication tool – Merchandise presentation techniques – idea oriented presentation – Style / item presentation – colour presentation – Price Lining – vertical Merchandising – Tonnage merchandising – Frontage presentation – Store Fixtures/ Furniture. Store Atmospherics – Visual communication – Lighting – Colour, Music and Scent – Displays and POPs.

**UNIT V**

Store Management, Responsibilities of Store Manager, Store Security and Parking Space Problem at Retail Centers, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factor Influencing Mall establishments.

**REFERENCES**

**Bajaj, Tuli & Srivastava**, RETAIL MANAGEMENT, *Oxford University Press*, New Delhi

**Dunne**, RETAIL MANAGEMENT, *Cengage Learning Pvt. Ltd*, New Delhi

**Michael Levy and Barton A. Weitz**, RETAIL MANAGEMENT , *Tata McGraw Hill*, New Delhi

**Swapna Pradhan**, RETAILING MANAGEMENT by, *Tata McGraw Hill*, New Delhi

**Dravind Gilbert**, RETAIL MARKETING

**MBA (Retail Mgmt) - III Semester**

**PAPER-XIII**

**RETAIL PLANNING AND LEGAL ISSUES**

**Course Code: 45**

**Paper Code: MBRM 3003**

**Objectives**

- To understand concept of marketing strategy in Retail Management
- To plan and manage channel of distribution, and
- To get awareness about legal aspects involved in Retailing.

**UNIT I**

Marketing & Strategic Management : Retailing, Role, Relevance & Trends – Retail Customer – Retail Market Segmentation & franchising – Relationship marketing in Retailing – Retailing in banking and other financial services , mutual funds and Insurance – Quantitative methods in marketing – Social Marketing in Retail Management Strategic Management – Retail in India – Services Marketing and Management –Brand Management – International / Strategies – Pricing – Advertising & sales promotion.

**UNIT II**

Operations in Retailing: Retail location strategy – Product and Merchandise Management – TQM – Mathematics / Statistics – EDP / MIS Logistics & SCM Security Measures – Footfalls / computerized methods non-computerized methods – Visual / Display methods – Merchandising & Management – Fashion Designing.

Finance in Retailing: Accounting Methods – Capex planning – Risks – Capex Planning – Accounting Processes Accounting Software's – WIP – Accounting Methods – Strategic Cost Management – Management of Obsolete goods.

**UNIT III**

Human Resources Management in retailing : Retail Organization – Laws involved in HR – Motivation –Customer Psychology – Training needs for employee – Top grading – Obstacles to Top grading – Astronomical Costs of Miss Hires – Company Killers and Company Derails – Recruitment Best Practices – How to avoid Mis Hires CIDS ( chronological in Depth Structure) based Model – Coaching to fix weakness – Interviews guide – Avoiding Legal Problems: Bulletproof Approach.

**UNIT IV**

Legal & Companies for Retail Stores : License – Contracts & Recovery – Legal Process – PF/ESIC & Exemptions Foods & Restaurants – PPF – IR – Law Shops & establishments – IPR Patents, Copy right & Trademarks – Inclusion of Service Mark – Procedure and Duration of Registration – Collective Mark – Certification Mark – Procedural Compliance for Establishing an Retail Store – Customer Rights – Consumer Protection Acts – Unfair Trade Practices – Holding of Contests and Schemes –Disparaging Prodcuts of Competitors – Correctness of Representation – The Standards of Weights and Measures Act – Procedures applicable for a Retail Store.

**UNIT V**

Mall Management – Types of Various retail formats – concepts in mall design – factors influencing malls establishments – Aspects in Finance – Aspects in Security / accounting - aspects in HR – Aspects in Quality Management – Statistical methods used in measuring mall performance.

## **REFERENCES**

**Swapna Pradhan**, RETAILING MANAGEMENT TEXT & CASES , *Tata McGraw Hill Companies*.

**Levy & Weitz** , RETAILING MANAGEMENT, *Tata McGraw Hill Companies, New Delhi*

**Bert Rosenbloom**, MARKETING CHANNEL, *South Western – Thomson*.

**William G Zikumund & Michael d Amico**, MARKETING CREATING AND KEEPING CUSTOMS IN AN E-COMMERCE WORLD, *South Western , Thomson*.

**Barry Berman & Joel R.Evans**, **Retail Management A Strategic Approach**, *The Prentice Hall of India, New Delhi*.

**Akhileshwar Pathak**, LEGAL ASPECTS OF BUSINESS, *Tata McGraw Hill Companies., New Delhi*

**MBA (Retail Mgmt) - III Semester**

**PAPER-XIV**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**Course Code: 45**

**Paper Code: MBRM 3004**

**Objectives**

- To introduce process and functions of physical distribution system
- To introduce the major building blocks, functions, business process, performance metrics and decision making in supply chain network, and
- To provide an insight into the role of Internet Technologies and electronics commerce in supply chain management

**UNIT - I**

Physical distribution : Participation in the physical distribution functions – The environment of physical distribution – Channel design strategies and structures – electing channel members – Setting distribution objectives and tasks – Target markets and channel design strategies.

**UNIT - II**

Managing the marketing channel - Product, Pricing and Promotion issues in channel Management and Physical Distribution - Motivating channel members - Evaluating channel member performance - Vertical marketing systems - Retail co-operatives, Franchise systems and corporate marketing systems.

**UNIT - III**

Supply Chain: Building Blocks of a Supply Chain Network – Performance Measures in Decisions in the Supply chain World – Models for Supply chain Decision Making.

**UNIT - IV**

Supply Chain Inventory Management: Economic Order quantity Models – Recorder Point Models – Multichannel Inventory systems – Supply chain Facilities Layout – Capacity Planning – Inventory optimization – Dynamic Routing and Scheduling.

**UNIT-V**

Relation to ERP: E-procurement – E-Logistics – Internet Auctions – E-markets – Electronic Business Process – Optimization Business Object in SCM.

**REFERENCES**

- Charles Futrell**, SALES MANAGEMENT, *Pearson Education Books*, New Delhi
- Eugene M. Johnson, David L. Kurtz & Eberhard E. Scheuing**, SALES MANAGEMENT; *Mcgraw Hill*. New Delhi
- Bert Rosenbloom**, MARKETING CHANNELS: A MANAGEMENT VIEW, *Dryden Press*.
- Coughlan, Anderson, Stem & EI Ansary**, MARKETING CHANNELS, *Prentice-Hall India*. New Delhi.
- Bowersox & Closs**, LOGISTICAL MANAGEMENT, *Tata McGraw Hill*. New Delhi
- Satish K. Kapoor & Purva Kansal**, BASICS OF DISTRIBUTION MANAGEMENT - A LOGISTICAL APPROACH, *Prentice-Hall India*, 2003.
- Richard R. Still, Edward W. Cundiff & Norman A.P. Govani**, SALES MANAGEMENT, *Prentice-Hall India*.
- Satish C. Ailawadi & Rakesh singh**, LOGISTICS MANAGEMENT, *Prentice-Hall India Private Limited*, New Delhi.
- Efraim Turban, Jae Lee, David King, & H.Michael Chung**, ELECTRNICS COMMRCCE: A MANAGERIAL PERSPECTIVE, *Pearson Education Inc*.

## **MBA (Retail Mgmt) - III Semester**

### **PAPER-XV RETAIL MARKETING**

**Course Code: 45**

**Paper Code: MBRM 3005**

#### **Objectives**

- To understand the concept, process and management of retail business
- To develop an understanding of the retail strategy and planning process, and
- To have an understanding of merchandise process

#### **UNIT – I**

An overview of retailing - Types of stores - Product retailing vs. Service retailing - Non store retailing - Retail strategy - Achieving competitive advantage and positioning Retailing environment - Legal, Social, Economic, Technological, issues - Trends in the Indian Retailing Industry.

#### **UNIT-II**

Retail store location and layout - Country/Region analysis - Trade area analysis - Site evaluation and selection - Store design and layout - Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements.

#### **UNIT-III**

Planning merchandise needs and merchandise budgets - Methods for determining inventory evaluation - Assortment planning, buying and vendor relations - Merchandise pricing - Price strategies - Psychological pricing - Mark-up and markdown strategies.

#### **UNIT-IV**

Communicating with the retail customer - Retail promotion mix-Advertising - Sales promotion - Publicity - Retail selling process - Retail database- In-store customer service.

#### **UNIT - V**

Globalisation and changing retail formats – Online retailing - International Retailing – Opportunities and Challenges - Market entry formulas - New customized formats (customized stores, portable stores, merchandise depots, retail theatre, service malls, customer-made stores, interactive kiosk 'shopping arcades')

#### **REFERENCES:**

**Chetan Bajaj, Tuli & Srivastava**, RETAIL MANAGEMENT, *Oxford University Press, New Delhi.*

**Giridhar Joshi**, INFORMATION TECHNOLOGY FOR RETAIL, *Oxford University Press, New Delhi.*

**Lucas, Robert Bush & Larry Gresham**, RETAILING *Honoughton Mifflin, AIPD, India.*

**Milind T, Phadtare**, INDUSTRIAL MARKETING, *Prentice Hall of India Private Limited, New Delhi.*

**Ron Hasty and James Reardon**, RETAIL MANAGEMENT. *McGraw-Hill Publication, International Editio*

**MBA (Retail Mgmt) - III Semester**

**PAPER-XVI**

**RETAIL SHOPPERS' BEHAVIOUR**

**Course Code: 45**

**Paper Code: MBRM 4001**

**Objectives**

- To understand shoppers Behaviour
- To familiarize with Models & Theories of Consumer Behaviour, and
- To acquainted with Marketing Research Procedure.

**UNIT I**

Shopper Behaviour : Introduction , Concepts & Techniques for Understanding the retail dynamics of customer buying behaviour process.

**UNIT II**

Model of retail consumer behaviour, personal, social and cultural influences on the customer and understanding customer needs and motives.

**UNIT III**

Relevant theories of personality, perception and motivation, customer buying roles.

**UNIT IV**

Stages in retail buying decision process such as information search, alternative evaluation, brand choice, post purchase dissonance , brand loyalty and motivation.

**UNIT V**

Market research – A tool for understanding retails markets consumers, research prior to setting up a retail store & research after setting up a Retail Store.

**REFERENCES**

**Bajaj, Tuli & Srivastava**, RETAIL MANAGEMENT, *Oxford University Press, New Delhi*

**Dunne**, RETAIL MANAGEMENT, *Cengage Learning Pvt. Ltd, New Delhi*

**Swapna Pradhan**, *Retailing Management, Tata Mc Graw Hill.*

**P.Robins**, *Organizational Behaviour – 11<sup>th</sup> Edition*

**MBA (Retail Mgmt) - IV Semester**

**PAPER-XVII**

**RETAIL SALES TECHNIQUES & PROMOTIONS**

**Course Code: 45**

**Paper Code: MBRM 4002**

**Objectives**

- To learn communication and promotion
- To understand the impact of promotion in retailing, and
- To develop sales promotion Technique

**UNIT I**

Advertising Communications and Promotions – Effective Advertising : Understanding When, How and Why Advertising Works – Marketing Objectives and Positioning – Target Audience Selection and Action Objectives – Communication Objectives – The Creative Strategy and Tactics – Media Strategy : The Reach Pattern and Effective Frequency – The Creative Strategy and Tactics – Media Strategy : The Reach Pattern and Effective Frequency Campaign Tracking and Evaluation – Setting the Campaign Budget – Sales Promotions.

**UNIT II**

Promotion Impact – On the Marketing Mix – On the Customer – Promotions and Integrated Marketing – Creating a Customer Relations – Characteristics of an Intergrated Programme – Strategic Considerations – Promotions role – Overcoming barriers in Integrated Marketing.

**UNIT III**

Tactical Analysis - Strategic Analysis to Promotion tactics – Objective Setting – Perspective on Strategy – Promotional tactical tool set – When and how to apply the right tactics – Built – Traffic – Reach new customers –Trade users up – Introduce new products – Gain Product Display, Placement & Distribution – Stimulate Repeat sales – Generate Brand loyalty.

**UNIT IV**

Sales promotion technique – Off the self offers – Joint Promotions – Price Promotions – Premium Promotions – Prize Promotions – How Promotion affects sales – Switching – Acceleration and Deceleration – How promotion affects sales – Acceleration , Repeat Purchasing Consumption – Trade Dealing.

**UNIT V**

Retailer Promotions – Consumer Promotions (Coupons, Rebates and Loyalty Programs) – consumer Promotions (Loyalty Programs, Online and Special Event Promotions ) – Calculating Promotion Profitability – Trade Deals , Retailer Promotions, Coupous, Rebates – Measuring Promotion Effectiveness – Sales Promotion Strategy – Procter and Gamble's Value Pricing Strategy – Sales Promotion Strategy.

**REFERENCES**

**Robert C. Blattberg & Scott A. Nelsin, SALES PROMOTION : CONCEPTS, METHODS AND STRATEGIES, Prentice Hall.**

**Paul J Hydzie**, – SALES PROMOTION : STRATEGIES THAT BUILD BRANDS – *Illinois Institute of Technology*.

**Schulz, William A Robinson & Lisa A Peterson**, SALES PROMOTION ESSENTIALS : THE 10 BASIC SALES PROMOTION TECHNIQUES.

**Julian Cummins & Ruddy Mullin**, SALES PROMOTIONS HOW TO CREATE , IMPLEMENT AND INTEGRATE CAMPAIGNS THAT REALLY WORK , *Kogan Page*.

**Kazmi & Sathish K Batra**, ADVERTISING & SALES PROMOTIONS, *Excel Books*.

**George e Belch & Michael A Belch**, ADVERTISING & SALES PROMOTIONS AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE , *Tata Mc Graw Hill*.

**Steve Smith**, HOW TO SELL MORE STUFF – PROMOTIONAL MARKETING THAT REALLY WORKS , *Dearborn Trade Publishing*.

**MBA (Retail Mgmt) - IV Semester**

**PAPER-XVIII**

**RETAIL INFORMATION SYSTEM & E-RETAILING**

**Course Code: 45**

**Paper Code: MBRM 4003**

**Objective**

- To acquaint the students with the environmental, institutional, decisional and procedural aspects of retailing through the internet.

**UNIT- I**

Introduction – Purpose of Retail Information system – Steps in conducting Marketing Research – Tools for collecting data – Role of Technology in gathering data – Universal product code – Networking

**UNIT – II**

Introduction to e- Retailing – Definition, Features and types – Forecasting E-Retailing, E-Commerce Business Models – B2C, M-Commerce – Privacy and Right to Information.

**UNIT- III**

Intellectual Property Rights – E-Retailing Infrastructure – Building of E-commerce websites.

**UNIT – IV**

E-commerce Payment system – Credit cards, e-cash, e- cheques, - Stored Value system – Accumulating balance systems – Electronic billings.

**UNIT- V**

E-commerce Marketing – Online branding – Online Market research – E-commerce Marketing communication – Online advertising – Online promotions – Costs and benefits of online communication

**REFERENCES**

**Chetan Bajaj, Rajnish Tuli, Varma and Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi.**

**Giridhar Joshi, INFORMATION TECHNOLOGY FOR RETAIL, Oxford University Press, New Delhi.**

**MBA (Retail Mgmt) - IV Semester**

**PAPER-XIX**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**Course Code: 45**

**Paper Code: MBRM 4004**

**Objectives**

- To understand the concepts and principles of CRM
- To appreciate the role and changing face of CRM as an IT enabled function, and
- To enable managing Customer Relationship.

**UNIT - I**

CRM concepts - Acquiring customers, - customer loyalty and optimizing customer relationships. CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.

**UNIT - II**

CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.

**UNIT - III**

Sales Force Automation - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation. - CRM links in e-Business: E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

**UNIT-IV**

Analytical CRM - Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

**UNIT- V**

CRM Implementation - Defining success factors - Preparing a business plan requirements, justification, processes. - Choosing CRM tools: Defining functionalities, Homegrown versus out-sourced approaches.

Managing customer relationships: conflict, complacency, Resetting the CRM strategy. Selling CRM internally: CRM development Team, Scoping and prioritizing, Development and delivery, Measurement.

**REFERENCES**

**Alok Kumar Rai**, CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT & CASES, *Prentice Hall of India Private Limited*, New Delhi.

**Chetan Bajaj, Rajnish Tuli, Varma and Srivastava**, RETAIL MANAGEMENT, *Oxford University Press*, New Delhi.

**Kristin L. Anderson & Carol J Kerr**, CUSTOMER RELATIONSHIP MANAGEMENT

**Jagdish Seth, et al**, CUSTOMER RELATIONSHIP MANAGEMENT

**Jill Dyche**, THE CRM HANDBOOK: A BUSINESS GUIDE TO CUSTOMER RELATIONSHIP MANAGEMENT, *Addison Wesley Information technology Series*.

**S. Shanmugasundaram**, CUSTOMER RELATIONSHIP MANAGEMENT, *Prentice Hall of India Private Limited*, New Delhi

## **MBA (Retail Mgmt) – IV Semester**

### **PAPER-XX**

#### **GLOBAL COMPETITIVENESS AND RETAILING**

**Course Code: 45**

**Paper Code: MBRM 4005**

#### **Objectives**

- To familiarize students with the basics of global competitiveness.
- Exposing the students to the forms and success ingredients of strategic alliances, which are fast emerging as basic tools for business successes in the Global Market, and
- To explain channels of International retailing.

#### **UNIT I**

Global Competitiveness : An overview – concept of competitiveness : sources of competitiveness, Competitive Behavior, Strategies and Models, Challenges of Competition.

#### **UNIT II**

Framework for Assessing Competitiveness – Various Approaches : International and National Competitiveness Studies , Developing Competitiveness – Role of Quality and Productivity in Achieving World Class Competitiveness; Attaining Competitiveness through Integrative Process Management; Technology Management, R & D, Production and Operations Management , Management and Location Decision ; Entry Mode and Competitiveness; Tax Policy and competitiveness.

#### **UNIT III**

Retailing and Marketing Competitiveness, Culture and Competitiveness, Role of Information in Building Competitiveness. Global Competitiveness of Indian Industry – Status ; Cause of Un competitiveness ; Strategic Alliances – Meaning and Nature, Types of strategic Alliances ; International Alliances as Strategy for gaining competitiveness; Management of Strategic Alliances ; Strategic Alliances in Indian Context.

#### **UNIT IV**

International Retailing – Alternative conceptions of International retailing, definitions, interpretations and classification – trends in the internationalisation of retailing and evolution of International retailing – Motives for international retailing , the changing nature of boundaries International – Where retailers internationalise, assessing the potential of retail markets – Methods of International retailing , accessing retail markets , the form of entry, joint ventures , franchising, acquisition etc. Marketing planning for differing international and regional requirements – Why retailers internationalise.

#### **UNIT V**

Retail Structure – Enterprise Density – Market Concentration – Product Sector – Innovation Employment Structure – Merging Structure – Global Structure – Developing Markets – Stages in Development and Mergers – Organic Growth – Choice of Market Entry – Domestic Market – Retail Operations - Non Domestic Market – Retail Positioning and Brand Image – Measurement of Store Image – Open Ended Techniques – Attitude Scaling Techniques – Multi Attribute Model – Multi dimensional scaling – Conjoint analysis.

## **REFERENCES**

**IIFT and BICP**, GLOBAL COMPETITIVENESS OF INDIAN INDUSTRIES , *New Delhi*.

**IMD**, WORLD COMPETITIVENESS YEAR BOOK, *Latest Issue*.

**Spence, A. Michael and Hazard Heather A., ed.**, INTERNATIONAL COMPETITIVENESS, *Ballinger Publishing Company, Cambridge*.

**Nicolas Alexander**, INTERNATIONAL REATALING, *Blackwell Business Publishers Ltd*.

**Arthur A Thompson, AJ Strickland , John E Gamble & Arun K Jain**, CRAFTING AND EXECUTING STRATEGY – CONCEPTS AND CASES, *Tata McGraw hill Publishing Company Ltd*.

**Abbas J Ali**, GLOBALIZATION OF BUSINESS PRACTICE AND THEORY, *Jaico Publishing House*.

**Arun Chandra , Pradep Rau, & John K**, RYANS INDIA BUSINESS : FINDING OPPORTUNITIES IN THIS BIG EMERGING MARKET, *Paramount Market Publishing Inc*.