

**BBA-302**

## **Principles of Retailing**

**Max. Marks:100**

**External Assessment: 80**

**Internal Assessment:20**

**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.**

Retailing : Definition, nature and importance of retailing in the Indian economy, functions of retailers, classification of retailers. The concept of organised retail, difference between organized retailing and unorganized retailing. Nonstore retailing and service retailing. Retailing as a career. Retail Customer; stages of the customer buying process , types of consumer buying behaviours , factors affecting buying decision process, consumer decision making procedure in retail perspective .Store Location; meaning, types of retail locations, factors for choosing a location. Store layout and Design; key considerations in store layout, factors of design decisions, importance of layout, steps for designing layout. The Retailing Organisations; organisation structures and HR functions in these organizations. Retail Merchandising; meaning, the process of merchandise planning, merchandise budget, methods of merchandise procurement, controlling the merchandise. Technology inretailing.

### **Suggested Readings:**

Pradhan,Swapna. Retailing Management,Tata McGraw-Hill Publishing CompanyLtd.  
Sheikh,Arif.Fatima,Kaneez. Retail Management, Himalaya Publishing House Pvt.Ltd.  
Cox, Roger. Brittan Paul. Retailing- An Introduction,PearsonEducation  
Bajaj, Chetan. Tuli,Rajnish. Srivastava Nidhi V. Retail Management, Oxford UniversityPress.  
Hasty, Ron. Reardon, James. Retail Management, The McGraw-Hill Companies,Inc.  
Sidhpuria, Manish V. Retail Franchising, The McGraw-Hillcompanies.  
Gilbert, David. Retail Marketing Management, PearsonEducation.

Dhotre, Meenal. Channel Management and Retail Marketing, Himalaya Publishing House Pvt.Ltd