

BC-606 (i)

RETAIL MANAGEMENT

External Marks: 80

Internal Marks: 20

Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Retailing: concept, characteristics and importance; theories of retailing; strategic planning in retailing; planning location of retail institution: trading area analysis, deciding the most desirable type of location, choice of a general location, choosing and evaluating a particular site; material handling.

Organizational structure in retail institutions; classification of retail institutions; store based and non-store based retail organizations; process of setting up a retail organization.

Store management: blueprinting operations, deciding stores layout, energy management, security issues; applications of information technology in retailing.

Trends in retailing in India; FDI in retail.

REFERENCES

- Bermans & Evans, Retail Management- A Strategic Approach, Prentice Hall of India, New Delhi.
- Gilbert David, Retail Marketing Management, Pearson Education, Delhi.
- Lamba, The Art of Retailing, Tata McGraw Hill, New Delhi.
- Megoldrick, P., Retail Marketing, McGraw Hill, U.K.
- Pradhan Swapna, Retailing Management: Text & Cases, Tata McGraw Hill, New Delhi.