

VEER NARMAD SOUTH GUJARAT UNIVERSITY

M.COM. (PART - II)

2006-07

MARKETING MANAGEMENT

PAPER- V

RETAIL MANAGEMENT

- 1. Retailing : Role, Relevance, and Trends :**
Introduction, What is Retailing ?Characteristics of Retailing, Role of Services in Retailing, Functions of Retailing, Opportunities in Retailing, Types of Retailing- (1) Food (2)-General Merchandises (3) Non Store Retail (4) Services
- 2. Retail in India :**
Introduction, Emergence of Organized Retailing, Traditional Retail Formats, Cooperatives and Government Bodies, Modern Retail Formats in India, Geographical Markets, Retailing in Rural India, Retail Strategy with Respect to Specific, Product Categories, Vertical Marketing System in India, Retailing, Challenges in Retail Business in India.
- 3. Retail Market Segmentation :**
Introduction, Market Segmentation, The Benefits of Market Segmentation, Segmenting, Targeting, and Positioning, Criteria for Effective Market Segmentation, Kinds of Markets, Dimensions for Segmentation, Market Targeting- Choosing the Segment to Focus, Customer Profile, Survey of Buyer's Intentions, Market Segmentation in India
- 4. Retail Location Strategy :**
Introduction, Importance of Location Decision, Levels of Location Decision and its Determining Factors, Types of Retail Location, Types of Consumer Goods and Location Decision, Selection of a particular Shopping Center of Market area.
- 5. Retail Pricing :**
Introduction, External Influences on Retail Pricing Strategy. Developments in Retail Prices, Retail Pricing Objectives, Retail Pricing-Approaches and Strategies, Consumer Responsiveness to Prices- Role of Price Elasticity and Sensitivity.
- 6. Retail Promotion Strategy:** Introduction, Selection of Promotion Mix, Advertising, Media Selection, Sales Promotion, Personal Selling, Publicity
- 7. Relationship Marketing in Retailing':**
Introduction, The Evolution of Relationship Marketing, Relationship Marketing Strategies in Retailing, Relationship Marketing in the Organized vs Unorganized Retail Sector.
- 8. Electronic Retailing :** Introduction, Benefits & Limitations

Reference:

1. Retailing Management - fifth edition, by Michael Lovry - Babson College, Barton A. Weitz - Uni. of Florida.
2. Retailing Management by Chetan Bajaj & Rajanish Tull - Oxford Uni. Press.