

CERTIFICATE COURSE IN RETAIL MARKETING (ADD-ON COURSE)

From the Session 2014-15

ELIGIBILITY FOR CERTIFICATE COURSE

Students at the under graduate level from Arts Stream can opt for Certificate course. Student can take Add-on Course only during graduation.

WORK LOAD & DISTRIBUTION OF MARKS

1. There will two theory papers of 100 marks each and one Project Report of 100 marks.
2. Each paper shall have 100 marks and out of 100 marks theory paper shall consist of 80 marks and internal assessment shall be 20 marks based upon Class participation, Attendance and assignments.
3. Marks for the Project Report will be on the basis of Project Report File and Viva Voce.
4. There shall be 6 lectures per subject per week.

Instructions for paper setters.

Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Paper Code	Name	External Marks	Internal Marks	Max. Marks
CCRM-101	RETAIL MANAGEMENT	80	20	100
CCRM-102	MARKETING MANAGEMENT	80	20	100
CCRM-103	PROJECT REPORT	100		100

CCRM-101: RETAIL MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of retail management.

Unit I: Introduction: Meaning, Definition, Nature, Importance and Scope of Retailing, Growth, Size and Emerging Trends in Retailing Retail Scenario in India, Special characteristics, Retailing as a Career

Unit II: Retailers, Retailer's Classification on the basis of form of Ownership, Product Mix, Pricing and Service Level Offered; Retail Formats- Traditional versus Modern Retail Formats; Store based Retail Formats and Non Store Based Retail Formats; Franchising-the Emerging Retail Format

Unit III: Use of Technology in Retailing: E-retailing-major benefits of E-Retailing to Consumers and Retailers; Challenges of E-retailing and Future of E-retailing in India; Multi channel Retailing

Unit IV: Merchandising Management :- Planning Merchandise Assortment, Buying Organization, Assortment Planning, Merchandise Buying system, Merchandise Budget Plan , Branding Strategy, Merchandise Pricing, Merchandise Loss and Prevention, Logistics Management

SUGGESTED READINGS:

1. Levy I.M. and Weitz B.A. (2004), Retailing Management, 5th ed., Tata McGraw Hill.
2. Berman B. and Evans J. R. (2004), Retail Management, 9th Edition, Pearson Education.
3. Bajaj C., Tuli R. and Srivastava N.V. (2005), Retail Management, Oxford University Press, Delhi.
4. Dunne P.M., Lusch R.F. and David A. (2002), Retailing, 4th ed., South-Western, Thomson Learning Inc.
5. Swapana Pradhan- Retailing Management
6. George H., Lucas Jr., Robert P. Bush and Larry G. G- Retailing
7. Lamba A.J. - The Art of Retailing
8. Berman, B. and Evans J.R.- Retail Management: A strategic approach

Note: Latest and additional good books may be suggested and added from time to time.

CCRM-102: MARKETING MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 hours

Note: Examiner will be required to set NINE questions in all. Question Number 1 will consist of total 8 parts (short-answer type questions) covering the entire syllabus and will carry 16 marks. In addition to the compulsory question there will be four units i.e. Unit-I to Unit-IV. Examiner will set two questions from each Unit of the syllabus and each question will carry 16 marks. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

Objective: To help students to understand the concept of marketing and its applications. Also to expose the students to the latest trends in marketing.

Unit I: Introduction to Marketing: Definition, Nature, Scope, Functions and Importance of Marketing, Traditional and Modern approaches of Marketing, Marketing Environment; (Micro & Macro) (Analyzing needs & trends in the Macro environment– Demographic, Economic Natural, Technological, Political – Legal, Socio cultural environment)

Unit II: Understanding Shopping and Shoppers-Shopping Process, Shopping Behavior, Demographics of Indian Shoppers, Shopping Patterns in India; Market Segmentation – Concept and Importance; Bases and Factors determining the Choice of Bases; Target Marketing

Unit III: Marketing Mix – Concept, Importance and ingredients; Product – Concept, Definition, Planning and Development, Product Life Cycle and Strategies, Branding and Packaging (only concepts); Pricing – Importance, Factors determining pricing strategy Types of Pricing; Promotion – Importance and Promotion Mix Place – Marketing Channels, their effectiveness and style.

Unit IV: Issues and Developments in Marketing - Social, Ethical and Legal aspects of Marketing; Marketing of Services; International marketing; Green Marketing; Cyber Marketing; Relationship Marketing and other developments of Marketing

SUGGESTED READINGS:

1. Philip Kotler - Marketing Management
2. J.C. Gandhi - Marketing Management
3. William M. Pride and O.C. Ferrell – Marketing.
4. Stanton W.J. Etzal Michael & Walker, Fundamentals of Management.
5. Armstrong & Kotler, Marketing: An Introduction, Pearson.
6. Dravid Gilbert- Retail Marketing

Note: Latest and additional good books may be suggested and added from time to time.

CCRM-103: PROJECT REPORT

Max. Marks: 100

The students shall proceed for their training of three weeks duration during the course.

Note: Paper CCRM-103, Project Report, 50 Marks will be for Project Report File and 50 marks will be for Viva Voce to be conducted by External Examiner.