

**P.G. Department of Commerce
and Business Administration**

SYLLABUS

For

DIPLOMA IN RETAIL MANAGEMENT

(Semester: I- II)

Session: 2021-22



KHALSA COLLEGE, AMRITSAR
(An Autonomous College)

Scheme of Course

Semester-I

Paper	Course title	Theory	Internal	Practical	Total	Page no.
DRM-101	Marketing and Sales Management	37	13	-	50	2
DRM-102	Introduction to Retailing	37	13	-	50	3
DRM-103	Retail Stores and Operation Management	37	13	-	50	4
DRM-104	Supply Chain Management	37	13	-	50	5
DRM-105	Retail Selling Skills	27	13	10	50	6

Semester-II

Paper	Course title	Theory	Internal	Practical	Total	Page no.
DRM-201	International Retailing	37	13	-	50	8
DRM-202	Retail Planning	37	13	-	50	9
DRM-203	Consumer Buying Behaviour	37	13	-	50	11
DRM-204	Information Technology in Retail Management	37	13	-	50	12
DRM-205	Project	-	-	-	50	13

Note:

- a) Students will undergo training of 4 weeks with model retail stores in the winter vacations after taking their exams of first semester. Students will submit a project on the basis of this training which will be sent for evaluation to external examiners.

Marketing and Sales Management

DRM-101

Time Allowed: 3 Hours

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part-I

Marketing and its Core Concepts: Functions of Marketing, Importance of Marketing, Marketing Environment; marketing mix; Product: Product Life Cycle, Product Planning and Development: Brand, Trade Mark, Labelling, Packaging; Price: Meaning and Significance of Price, Factors Affecting Pricing Decision, Pricing Policy and Strategies.

Part-II

Promotion Mix: Advertising, Sales Promotion, Personal Selling and Public Relations, Market Segmentation; Sales Management: Nature, Scope, Importance, Salesmanship, Qualities of a Good Salesman, Selling Process, Recruitment and Selection of Sales Personnel; Development and Conducting Sales Training Programme, Designing and Administering Compensation Plans, Motivating Sales Staff, Incentives Planning, Evaluating Sales Force Performance.

References:-

- A) Swapana Pardhan “Retailing Management”, Tata McgrawHill, Edition 2016
- B) David Gilbert “Retail Management” Pearson Publishers, edition, 2016
- C) George H. Lucas; Robert P. Bush and Larry G. Greshan “Retailing”, All India Publishers of Distributors, Chennai
- D) A. J. Lamba “The Art of Retailing”, Tata Mcgraw Hill
- E) Barry Berman and Jeol R. Evans “Retail Management: A Strategic Approach”, Pearson Education

Note: Latest edition of text book may be used.

Introduction to Retailing

DRM-102

Time Allowed: 3 Hours

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part- I

Retailing: Meaning, Nature, Classification, Growing Importance of Retailing, Factors Influencing Retailing, Functions of Retailing, Retail as a Career; Developing and Applying Retail strategy: Strategic Retail Planning Process, Retail Organization, The Changing Structure of Retail, Classification of Retail Units; Retail Formats: Corporate Chains, Retailer Corporate and Voluntary System, Departmental Stores, Discount Stores, Super Markets, Warehouse Clubs.

Part- II

Merchandising Mix, Retail Models and Theory of Retail Development, Business Models in Retail, Concept of Retail Life Cycle; Emergence of Organised Retailing: Tradition and Modern Retail Formats in India, Retailing in Rural India, Environment and Legislation for Retailing, FDI in Retailing.

References:-

- A) Swapana Pardhan “Retailing Management”, Tata McgrawHill, Edition 2016
- B) David Gilbert “Retail Management”, Pearson Publishers, Edition, 2016
- C) George H. Lucas; Robert P. Bush and Larry G. Greshan “Retailing” All India Publishers of distributors, Chennai
- D) A. J. Lamba “The Art of Retailing”, Tata Mcgraw Hill
- E) Barry Berman and Jeol R. Evans “Retail Management: A Strategic Approach” Pearson Education

Note: Latest edition of text book may be used

Retail Stores and Operation Management

DRM-103

Time Allowed: 3 Hours

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part- I

Setting up of Retail Organisation: Size and Space Allocation, Location Strategy, Factors affecting the Selection of Store Location, Retail Location Research and Techniques, Objectives of Good Store Design, Store Layout and Space Planning: Types of Layouts, Role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss; Store Design: Exterior and Interior.

Part- II

Store Management: Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centres, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factors Influencing Mall Establishments.

Logistic and Information system, Improved product availability, Improved assortments, Strategies, Quick Response System.

References:-

- A) Swapana Pardhan “Retailing Management””, Tata McgrawHill, Edition 2016
- B) David Gilbert “Retail Management”, Pearson Publishers, Edition, 2016
- C) George H. Lucas; Robert P. Bush and Larry G. Greshan “Retailing”, All India Publishers of Distributors, Chennai
- F) A. J. Lamba “The Art of Retailing””, Tata Mcgraw Hill
- D) Barry Berman and Jeol R. Evans “Retail Management: A Strategic Approach”, Pearson Education

Note: Latest edition of text book may be used.

Supply Chain Management

DRM-104

Time Allowed: 3 Hours

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part- I

Supply Chain Management: Definition, Scope, Need and Challenges; Uncertainty and supply chain management, Supply Chain Drivers and Obstacles, Supply Chain Network: Types
Forecasting: Importance, Forecasting Techniques in Estimating Demand, Methods to Determine Accuracy of Forecast; Sourcing and Vendor Selection, Routing and Route Sequencing.

Part- II

Inventory Management: EOQ, Minimum Level, Safety Level, Re-ordering Level, Maximum Level, Rational of Discounts of Bulk Purchase, Uncertainty and Inventory Management, Lead Time Uncertainty and Product Availability, overview of GST.
Innovations in Supply Chain Management, Cross Docking and Collaborative Planning, Bull Whip Effect- Its causes and methods to overcome this effect.

References:-

- A) Swapana Pardhan “Retailing Management””, Tata McgrawHill, Edition 2016
- B) David Gilbert “Retail Management”, Pearson Publishers, Edition
- C) George H. Lucas; Robert P. Bush and Larry G. Greshan “Retailing”, All India Publishers of Distributors, Chennai
- D) A. J. Lamba “The Art of Retailing””, Tata Mcgraw Hill
- E) Barry Berman and Jeol R. Evans “Retail Management: A Strategic Approach”, Pearson Education

Note: Latest edition of text book may be used.

Retail Selling Skills

DRM-105

Time Allowed: 3 Hours

Max. Marks:50

Theory:27

Practical (Internal):10

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 8 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 7 questions. Each question will carry one mark, the total weightage shall be 7 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 5 marks. The total weightage of this section shall be 10 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 5 marks. The total weightage of the section shall be 10 marks.

Part- I

Personal Selling Skills: Objectives of Personal Selling, Identifying potential customer, Receiving and greeting, Ascertaining the needs and arousing interest , Process of personal selling;

Basic hygiene: Tips of on basic hygiene, Basic health care measures, How hygiene affect customers, Cleanliness of mind and body, General awareness of cleanliness, Swachh bahart Abhiyan;

Basis Grooming: Dress code, Decent dressing, Hair styling, Maintaining neat and pleasant look personality traits;

Manners and etiquettes: Body language, Face and body expressions, Self presentation, Voice modulations;

Basic communication skills: Use of words, Signs, Communicating with customers, Use of gestures and hand, Interview skills, How to prepare for interview;

Conversational skills and Development on phone: How to make effective calls ,Answering calls, Representing the company,;

Stress management: Handling customer complaints, Dealing with stress at work, Managing professional and personal life, Overcoming anxiety, Keeping calm in stress.

Part- II

Personal Selling: Handling objections, Closing the sale, Customer follow-up, After sale services, Negotiation strategies; New development in Retail, Anger management, SWOT analysis;

Customer dealing: How to build passions, Developing listening skills, Humour in conversation, Understanding customer needs and wants;

Self introspection: Knowing self, Refreshing knowledge building, General awareness, Enhancing Reasoning Abilities; Role Playing: Admiring the ideal, Role play real life,

Diploma in Retail Management

Clippings on retail, Developing customer relationship, Feedback from customer giving personal attention.

Practical: Memory skills, Speaking skills: Communication, Interview skills, Preparing for interview, Listening activities, Introspection

References: -

- A) Philip Kotler “Marketing Management”, Prentice hall 15th Edition
- B) Philip Kotler, Kevin Lane Keller “Marketing Management”, Prentice Hall 13th Edition
- C) Barbara Pease, Allan Pease “The Definitive Book on Body Language” Orion, New Edition
- D) Shalini Verma “Body Language: Your Success Mantra”, S. Chand Publishing

Note: Latest edition of text book may be used.

International Retailing

DRM-201

Time Allowed: 3 Hours

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part- I

International Marketing: Concept, Importance, International Marketing Research and Information System, Market Analysis and Foreign Market Entry Strategies, Future of International Marketing, India's Presence in International Marketing
Internationalization of Retailing and Evolution of International Retailing, Motives of International Retailing, International Retail Environment: Socio-Cultural, Economic, Political, Legal and Technological

Part- II

Selection of Retail Market, Study and Analysis of Retailing in Global Setting, Methods of International Retailing, Forms of Entry: Joint Ventures, Franchising and Acquisition
Competing in Foreign Market: Multi-country Competition and Global Competition, Competitive Advantages in Foreign Market, Cross Market Subsidization, Retail Structure, Global structure

References:-

- A) Swapana Pardhan "Retailing Management", Tata McgrawHill, Edition 2016
- B) Dravid Gilbert "Retail Management", Pearson Publishers, Edition
- C) George H. Lucas; Robert P. Bush and Larry G. Greshan "Retailing", All India Publishers of Distributors, Chennai
- D) A. J. Lamba "The Art of Retailing", Tata Mcgraw Hill
- E) Barry Berman and Jeol R. Evans "Retail Management: A Strategic Approach", Pearson Education

Note: Latest edition of text book may be used.

Retail Planning

DRM-202

Time Allowed: 3 Hours

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part- I

Human Resource Management in Retailing: Human Resource Planning, Role of Human Resources in Retail Organizations, Recruitment, Selection, Training Needs for Employees, Motivation and Performance Appraisal.

Customer Relationship in Retailing, Social Marketing in Retailing, Marketing of Services, Service Quality Management and Continuous Quality Improvement, Brand Management, Retail Marketing Mix, Target Market, Positioning, The Retail Communication Mix.

Part- II

Importance of Financial Management in Retailing, Financial Performance and Financial Strategy, Accounting Methods, Strategic Cost Management, Strategic Profit Model, Income Statement, Calculation of Profitability of Retail Stores, Financial Ratios in Retailing Consumer Protection act 1986, Consumer's Right, Unfair Trade Practices, The Standard of Weights and Measurement Act, Procedure and Duration of Registration, Patent, Copyright and Trade Market

References:-

- A) Swapana Pardhan "Retailing Management", Tata McgrawHill, Edition 2016
- B) Dravid Gilbert "Retail Management", Pearson Publishers, Edition
- C) George H. Lucas; Robert P. Bush and Larry G. Greshan "Retailing", All India Publishers of Distributors, Chennai
- D) A. J. Lamba "The Art of Retailing", Tata Mcgraw Hill
- E) Barry Berman and Jeol R. Evans "Retail Management: A Strategic Approach", Pearson Education

Note: Latest edition of text book may be used.

Consumer Buying Behaviour

DRM-203

Time Allowed: 3 Hours

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part- I

Consumer Buying Behaviour- Scope, Importance and Limitation, Consumer Research, Understanding Consumer and Market Segments, Consumer Behaviour and Marketing Strategy, Understanding the Psychological Foundation of Buying Behaviour: Motivation, Involvement and Motives, Consumer Perception.

Personality- Theories, Self Concept and its Marketing Implications, Learning Theories and Consumer Attitudes, Communication and Persuasion

Part- II

Environment Influence on Consumer, Culture Band its Relevance to Marketing Decisions, Nature and Process of Social Stratification, Reference Groups, Family-Family Life Cycle, Family Purchases Decision and its Marketing Implication.

Personal Influences, Opinion Leadership, Adoption and Diffusion of Innovation Marketing, Implication of Personal Influences, Consumer Decision Procedure, Post Purchase Behaviour.

References:-

- A) Swapana Pardhan “Retailing Management””,Tata McgrawHill, Edition 2016
- B) Dravid Gilbert “Retail Management”, Pearson Publishers, Edition
- C) George H. Lucas; Robert P. Bush and Larry G. Greshan “Retailing”,All India Publishers of Distributors, Chennai
- D) A. J. Lamba “The Art of Retailing””, Tata Mcgraw Hill
- E) Barry Berman and Jeol R. Evans “Retail Management: A Strategic Approach”, Pearson Education

Note: Latest edition of text book may be used

Information Technology in Retail Management

DRM-204

Time Allowed: 3 Hours

Max. Marks:50

Theory:37

Internal Assessment:13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 13 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark, the total weightage shall be 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part- I

Role of IT in Business, Influences Parameters for use of IT in Retailing, IT options available to Retail , IT Application for Retail, Advantage of IT Application to Retail, Collection of Data / Efficiency in Operation help in Communication, Computer Awareness in Different Financial Packages, Issues Concerning the Use of Internet and related Technology to improve Retail business.

Part- II

Emphasis Analysis of Consumer and Product/services types on Online Retailing, Effective Management of Online Catalogues, Direct Retailing Methods that involve Technology such as Interactive T.V. and Mobile commerce, Electronic Data Interchange, Database Management ,Data Warehousing, Critical Analysis of E- Retailing Strategies, How firms are Using the Internet to Expand their Markets, Customer Relationship Management

References:-

- A) Swapana Pardhan “Retailing Management” ,Tata McgrawHill, Edition 2016
- B) David Gilbert “Retail Management”, Pearson Publishers, Edition
- C) George H. Lucas; Robert P. Bush and Larry G. Greshan “Retailing”,All India Publishers of Distributors, Chennai
- D) A. J. Lamba “The Art of Retailing” ”, Tata Mcgraw Hill
- E) Barry Berman and Jeol R. Evans “Retail Management: A Strategic Approach”, Pearson Education

Note: Latest edition of text book may be used.

PROJECT: DRM-205

M.MARKS:50