



**Marketing - III**  
**Management of Retail Marketing**  
**[Discipline Specific Course]**

Semester: V	*Credits: 4	Subject Code: C52215	Lectures: 48
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**Course Outcomes:**

At the end of this course, the learner will be able to:

- Describe the concepts, functions and practices of Retailing, process of Retail Organisation and Supply Chain and Relationships in Retailing
- Analyse and evaluate the practices in Online Retailing, Retail Atmospherics and Technology and apply it for a better shopping experience
- Apply the knowledge of Human Resource Management while applying for jobs and appearing for interviews
- Identify and analyse the challenges of Human Resource Management and Technology in Retailing.

**Unit 1: Introduction to Retail**

**10**

- Retail and Retailing:
  - Meaning and Definition
  - Functions
  - Classification of Retail Formats
  - International Retailing: Meaning, Entry of Foreign E-tailers
- Retail Location Strategy:
  - Importance of Location Decision
  - Choosing the right Location: Creating a Checklist
  - Business Associated Locations: Unplanned Business Districts and Planned Business Districts
- Trends in Retailing:
  - Retailtainment
  - Menaissance
  - Branding through Retailers: Significance, E-branding

**Unit 2: Retail Organisation**

**14**

- Setting up a Retail Organisation:
  - Specifying task to be performed
  - Dividing task among channel members and customers
  - Grouping tasks into jobs
- Franchising:
  - Concept
  - Pros and Cons of Franchise System
- Retail Atmospherics:

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- Exterior Atmospherics: Store Entrance, Display Windows, Marquee or Signboard, Parking Facility
- Interior Atmospherics: Store Layout, Visual Merchandising, Store Interiors, Colour, Music
- Store Space management:
  - Creating and monitoring Planograms
- Human Resource Management in Retailing:
  - Human Resource Management process in Retailing
  - Challenges in Human Resource Management

### Unit 3: Supply Chain and Relationships in Retailing

12

- Merchandise Management:
  - Merchandise Forecasting
  - Merchandise Budgeting
- Sourcing:
  - Global Sourcing: Process
  - Green Sourcing: Concept
- Retail Logistics:
  - Scope
  - Third- Party and Fourth-Party Logistics
  - Managing Reverse Logistics
  - Multi-Channel Logistics
- Relationships in Retailing:
  - Supplier Relationship Management: Process
  - Customer Relationship Management: Customer Service Mix, Ethical Performance & Relationships in Retailing
  - Enhancing Relationships in Retailing: Electronic Data Interchange, Geo-fencing and Geo-targeting, Reward Point Management System, Customer Analytics Software, Chatbots and App

### Unit 4: Technology in Retailing

12

- Retail 4.0:
  - Rise of E-Grocery Attackers
  - Thinking differently about the Box: Online- Offline Collaborations
  - Increasing Importance of Digital Marketing, Social-Media and Location-based Services
  - Advances in Self-Check Out and Digital Wallet
  - Dynamic Pricing
  - Omni-Channel Retailing
  - Use of Artificial Intelligence in Retailing: Internet of Things, Augmented Reality, Robotics and Drones in Product Delivery

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- Enhancing In-store Experience:
  - Interactive Kiosks
  - Virtual Display Cases
  - RFID
  - Bar-coding System/UPC
  - Electronic Point of Sale Signage
  - Hand Held Shopping Assistant
  - Body Scanning
  - Robotic Services

Challenges in Technology and Data Protection

**#12 contact hours for Assignments, Visits, Research, Field Studies, etc.**

**\*01 credit to be evaluated as a Skill-based Component**

#### **Recommended Basic Reading:**

- Chatterjee P., Berman B. and Evans J. R. Retail Management: A Strategic Approach. Pearson: United Kingdom; 2017.
- Sheikh Arif and Kaneez Fatima. Retail Management. (2020), Himalaya Publishing House: Mumbai; 2020.
- Bajaj Chetan, Tuli Rajnish and Srivastava Nidhi V. Retail Management. Oxford University Press: New Delhi; 2005.

#### **Recommended Reference Books:**

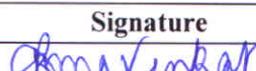
- Vedamani, G. G. (2018). Retail Beyond Detail: The Great Indian Retailing Business. India: SAGE Publications.
- Sidhpuria Manish V. Retail Franchising. Tata McGraw-Hill: New Delhi; 2009.
- Ray Rajesh. Supply Chain Management for Retailing. Tata McGraw-Hill: New Delhi; 2010.
- Dr. Jain R.K. Retail Management. Vayu Education of India: New Delhi; 2009.

#### **Websites:**

- <https://nasscom.in/knowledge-center/publications/retail-40-india-story-unlocking-value-through-online-offline>

#### **Journals:**

- Retailer- India's Retail & Consumer Insights Magazines, Mumbai.
- Indian Journal of Marketing, New Delhi.

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**Business Administration –III, Business Entrepreneurship-III and Marketing-III\*\***  
**Research Methodology for Business**  
**[Discipline Specific Course]**

Semester: VI	*Credits: 4	Subject Code: C62216	Lectures: 48
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\*\*This paper is same across three subjects for SEMESTER VI – Business Administration-III, Business Entrepreneurship-III and Marketing-III

**Course Outcomes:**

At the end of this course, the learner will be able to:

- Infer the fundamental theoretical ideas and logic of research.
- Choose methods appropriate to research aims and objectives
- Understand the basic framework of research process.
- Demonstrate knowledge of various research designs and techniques.
- Appraise and practice various quantitative and qualitative research methods

**Unit 1: Business Research**

**10**

- Meaning and Concepts
- Characteristics of research
- Types of research-
  - Application based- Pure and Applied
  - Objectives based-Descriptive, Exploratory, Co-relational, Explanatory
  - Inquiry mode applied- quantitative and qualitative
- Research Process
- Ethics in Business Research

**Unit 2: Quantitative Research -1**

**12**

- Formulating a research problem and objective
- Hypothesis, Types of hypotheses – Descriptive, Relational – Correlational and Causal, null and alternate Research problem, Hypothesis and Variables
- Research Design
  - Important concepts relating to research design
  - Types of research designs- in case of exploratory research, in case of descriptive and diagnostic research studies and in case of hypothesis-testing research studies
- Questionnaire Designing

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### Unit 3: Quantitative Research 2

14

- Sampling
  - Concept and principles of Sampling
  - Factors affecting inferences drawn from Samples
  - Types of Probability and non-probability sampling methods
- Methods of Data Collection
  - Sources of Data – Primary and Secondary
  - Measurement and Scaling
- Data Processing- Editing, Coding, Developing a frame of analysis
- Presentation of data: Tables and graphs
- Writing a Research report - Structure and Format- APA conventions

### Unit 4: Qualitative Methodology

12

- Nature of Qualitative Research
  - Features and Steps in Qualitative Research
- Methods of data collection
  - Participant observation
  - Unstructured interviews
- Qualitative data analysis
  - Analytical induction
  - Grounded theory
  - Coding
  - Steps of interpretation
- Presentation of data
  - Matrix
  - Charts
  - Tables
- Report writing

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

\*01 credit to be evaluated as a Skill-based Component

#### Recommended Basic Reading:

- Uwe Flick. Introducing Research Methods, SAGE Publication.2011

#### Recommended Reference Books:

- Kumar.R. (2014) Research Methodology – A step by Step guide for Beginner's (4<sup>th</sup> Ed) Pearson Education, India.
- Denzin Norman, Lincoln Yvonna (ed): Handbook of Qualitative Research, Sage, Thousand Oaks, 2000.
- Sekaran Uma & Bougie Roger: Research Methods for Business for Research –A Skill

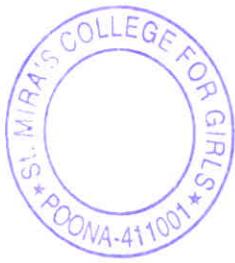
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Building Approach: Wiley India, 2011

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Faculty	Ms. Rajni Singh	<i>Rajni Singh</i> 23/8/21
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**Research Methodology for Business\*\***  
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