

SARDAR PATEL UNIVERSITY

Programme: BCOM

Semester: IV

Syllabus with effect from: December 2017

Paper Code: UB04SCOM15	Total Credit: 3
Title Of Paper: Distribution and Retailing	

Unit	Description in detail	Weighting (%)
1	An Introduction to Retailing: Meaning of retailing, characteristics of retailer, the types of retailers, Role of retailer, advantages and disadvantages of retailers, key elements of retailing, retail modes, Retail as a career, Retail life cycle, retail in India, non-store retailing, retail store location, factors affecting store location.	25 %
2	Strategy and Planning: What is consumer behavior, the need for studying consumer behavior, factor influencing the retail shopper, the customer decision making process, meaning of retail strategy, concept of the business model, the retail perspective strategy (store location, merchandising, pricing, marketing).	25 %
3	Retail Management and Motivation: An overview of human resource management in retailing: recruitment, selection, training, motivation, performance appraisal, creating organization structure, interior store design. Motivation: meaning, need for motivation, types of motivation, techniques and methods of motivation.	25 %
4	Physical Distribution Management and Marketing Channels: Marketing channels: Meaning, functions, importance, types of marketing channels, factors affecting channels selection, channel conflicts. Physical distribution management: Definition, characteristics of Physical distribution, objectives/importance of Physical distribution, components of Physical distribution.	25 %

Basic Text & Reference Books:

- Modern marketing – Principals and Practices, S. Chand and Co. 4th revised edition
- Basic of Marketing Management: Theory and Practice, Dr. R. B. Rudani, S. Chand and Co.
- Retailing Management, Swapna Pradhan
- Marketing principles and practice, Himalaya publishing house.