

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: VI
Syllabus with effect from: DECEMBER 2013

Course Code: UB06ECOM09	Total Credits: 3
Course Title: Business Management – XI (Retail Marketing – I)	

Unit	Description in detail	Weightage (%)
1	Retailing Introduction Introduction, Definition, Role of Retailing, Functions, Organization Structure.	25 %
2	Classification of Retailing Types of Retailers, Modern Retail format & Traditional Retail format in detail with benefits and limitations, Trends of retailing in India, Organized V/s unorganized retailing.	25 %
3	Role of whole selling in Retailing Definition of Wholeselling, Functions of Wholeselling, Services rendered by the whole Sellers, Classification of Whole Sellers, Recent trends in wholeselling, problems of Wholeselling in India.	25 %
4	Market Segmentation Introduction, Definition, Benefits of Market Segmentation, Bases of Market Segmentation, Criteria for effective market segmentation, market segmentation in rural retailing.	25 %

Basic Text & Reference Books:

- Managing Retailing by Piyush Kumar Sinha & Dwarka Prasad Uniyar
- Retailing Management by Barry Berman & Joel Evans
- Retail Management by Dr. Harjit Singh.
- Retail Management by Chetan Bajaj, Rajesh Tuli.
- Retail Management by S A Chunawalla

