

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

<b>Course Code:</b> UB06ECOM10	<b>Total Credits: 3</b>
<b>Course Title:</b> Business Management – XII (Retail Marketing – II)	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>Retail Organization in Consumer Behavior</b> Introduction, Changing structure of retailing, factors influencing consumer decision making, types of consumer decision making, stages of consumer decision making process, buyer behavior in rural retailing.	<b>25 %</b>
<b>2</b>	<b>Retailing Strategies</b> Definition and role of pricing in retailing, retail pricing objectives, factors influencing pricing decision, methods of pricing, pricing strategies, Selection of Promotion Mix.	<b>25 %</b>
<b>3</b>	<b>Logistics Management</b> Role of Logistics Management, Aspects of Logistics Management, Functions of Storage and Ware houses, Role of Transportation, Classification of Transportation, New trends in Logistics Management in India.	<b>25 %</b>
<b>4</b>	<b>Marketing Research in Retailing</b> Introduction and Importance of Marketing Research, Process of Marketing Research, Importance of Primary & Secondary data, Trends in Marketing Research in India, Role of Marketing Research agencies.	<b>25 %</b>
<b>5</b>	Prepare Case Study on Retailing Strategies. Journal on the same shall be maintained by the students in which they have to right on practices.	

**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

