

Course No. 504
Marks: 80

RETAIL MANAGEMENT(RTMT XX)

Hours:40

Objective : The objective of this course is to acquaint students with distribution methods and retailing system.

Course Contents:

- UNIT-I:** Retailing- nature and scope, reasons for growth of retailing, emerging trends in retailing. 20 : 10 hrs
- UNIT-II:** Retailing: Types and functions; Departmental stores, convenience stores, super markets. 20 : 10 hrs
- UNIT-III:** Logistic issues and distribution -stores location, inventory control, warehousing and transportation planning. 20 : 10 hrs
- UNIT-IV:** Retailing in India- organized and unorganized retailing, challenges in retailing and global retailing trends. 20 : 10 hrs

Text and Reference Books :

1. Warner, Davis, S : Marketing and Distribution, Mc Millan, New York.
2. Bhalla : Retail Management, DVS Publications, Guwahati.
3. Kapoor and Kansal : Basics of Distribution Management – A Logistical Approach, PHI Learning, New Delhi.
4. Cox: Retailing; An Introduction, Pearson, New Delhi